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the newsweekly for pharmacy

February 6, 1988

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Assistant Editor: Patrick Grice, BPharm, MPS
Features Editor: Steven Titmarsh, BPharm, MPS
News Editor: Robert Darracott, BPharm, MPS
Contributing Editor: Adrienne de Mont BPharm, MPS
Beauty Editor: Frances Quinn, BA
Business Reporter: Jenny Filder, BA
Art Editor: Jonathan Bobbett
Price List Controller: Colin Simpson
Advertisement Manager: Richard Langrish
Assistant Advertisement Manager: Doug Mytton
Production: Shirley Wilson
Publisher: Ronald Salmon, FPS
Director: Christopher Leonard-Morgan

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COMMENT

Ever since Pharmaceutical Society Council member David Sharpe let slip at Vestric's Vienna Conference last April that Council was considering "relaxing the rules on supervision" in response to the Nuffield Report on Pharmacy, the grass root's debate within the profession has at times appeared misguided and somewhat unbalanced (April 18, p685). Instead of recognising the professional challenge, many pharmacists have seen only a threat.

Some apparently fear that if supervisory practices are no longer governed by statute, but are "a matter of professional conduct", as Nuffield suggested, then the profession is in danger of giving up its birthright. We believe the opposite is true. Unless pharmacists are prepared to accept the degree self-determination and responsibility to themselves implicit in the Nuffield analysis, they have no birthright and no profession.

Council is presently deliberating on the profession's response to its reply to Nuffield and will shortly reveal all. The few local branch submissions seen by C&D last year showed a split on supervision and delegation (November 28, p1069), and the "vox pop" we conducted when the Society's Nuffield response was published, similarly identified supervision as the

focus of concern (August 1, p208). Certainly it is the nub of the growing-up process facing pharmacy. But it is to be hoped that Council, while weighing everyone's opinion, will move to modify the constrictions on the profession. And, as we have said before (November 14, p967), any professional code replacing the law should not be too nit-picking and detailed of itself, but leave the pharmacist free to exercise his professional judgment.

The pharmacist of the future may well have to decide which medicine sales require his involvement and which do not, and which prescriptions can be dispensed by others, unsupervised. This programme will require that sales procedures are laid down and dispensing codes of practices established by the profession, the superintendent pharmacist, or both; that they are understood by the pharmacy team; that the limits of responsibility for staff are defined, and that the necessary training is given. This latter point cannot be over-emphasised as it is key to the success of any delegation that may become necessary. Rather than a relaxation of the supervisory role within the profession, the pharmacist may find it has expanded and with it his self-respect along with a better appreciation of his job by the patient.

Tanna to pole-axe poll tax

Community pharmacist and Council member Ashwin Tanna is taking on the Government in a protest against their poll tax proposals.

Mr Tanna has collected around 1100 signatures on a petition against the current plans, which he says are unfair because they take no account of ability to pay, and, he suggests, penalise those who live in inner cities. "In my own borough of Lewisham about 90 per cent of people will be worse off under poll tax, which has been set for the borough at £677."

Mr Tanna has also written to his local MP, John Maples, and to Edward Heath, who has spoken out in Parliament against the tax. While Mr Heath wrote back in support of the protest, Mr Tanna was not happy with the reply from his own MP, which rejected his suggestions and claimed that boroughs with high charges could reduce them by being more efficient. "He hasn't answered my questions, and he doesn't really seem to have understood my letter," said Mr Tanna. "At one point he contradicts what has previously been said by his own party."

"I simply feel the proposals are unfair"

A more positive response came from letters to his local newspapers, says Mr Tanna: "I have had lots of letters from people as a result of that, and most seem to agree with me. Only all those who are for the proposals live in areas where they will be better off by the tax. I'm not against poll tax in itself, nor am I against the Government. I simply feel that the proposals as they stand are unfair."

As well as continuing to collect signatures for his petition, Mr Tanna plans to publicise his cause on LBC Radio's "Openline" programme, and hopes to involve pharmacists from around the country. "I just want to draw attention to the consequences of this. Lots of people don't really understand what's going to happen. When the Government first mentioned poll tax, they plucked a figure out of the air, £200, as an example of what the charge might be, and now lots of people think that's what they're

going to pay — but in the inner cities at least, it's going to be a lot more than that. And I want to draw ministers' attention to the fact that lots of people aren't happy about that."

Mr Tanna asks that interested pharmacists write a letter to

Environment Secretary Nicholas Ridley, stating whether they are for or against the proposals as they stand, and send the letters to Mr Tanna so that he can present them with the petition. His address is 46 Lordship Lane, East Dulwich, London SE22 8HJ.

BP to PSGB?

The Pharmaceutical Society is discussing with the Department of Health a proposal that it should become responsible for the British Pharmacopoeia.

The report of an inquiry into medicines licensing (*C&D*, January 9, p36), published last week, suggested that the BP should be put on a more commercial basis and recoup most of its costs. The Society was named as a suitable publisher because it already publishes the BNF and has some statutory responsibility for pharmaceuticals. The authors of the "Study of Control of Medicines", Dr N. Evans and Mr Peter Cunliffe, say that the BP does not benefit from its proximity to the licensing operation; the BP Commission needs pharmaceutical industry members who should not be party to licensing information.

The authors were commissioned to look at ways of

speeding up medicines licensing. Among their recommendations are that the medicines division should remain with the DHSS and become a medicines directorate with more financial and managerial flexibility. Costs should be borne by the industry.

Shortage of professional staff has caused "formidable bottlenecks" in assessing licence applications, the report continues, so the pay of pharmacists and doctors should be such as to encourage recruitment of experienced staff. Recruitment is difficult because civil service salaries are uncompetitive and there is too little secretarial support. Once trained, staff leave for posts in industry.

Health Minister Tony Newton said in the Commons last week that the Government would consult the Medicines Commission and hold discussions with the appropriate bodies.

Moore hints on future funding

A hint that Government money might by forthcoming next year for the provision of health care information through pharmacies has received a cautious welcome from Pharmaceutical Society president Bernard Silverman.

Speaking at a joint health authority FPC meeting on the future of primary health care, Social Services Secretary John Moore said: "I am keen to press ahead with the provision of health education material from pharmacies, and with the establishment of a co-ordinating centre to promote local initiatives on effective and economical prescribing."

Mr Silverman welcomed Mr Moore's words but said the Government's progress for extending the activity of community pharmacists proceeds as cautiously as do pharmacists themselves. "In only two paragraphs of the White Paper does the Government put its money forward positively to fund new services to residential homes and for patient records."

Mr Silverman urged the Government to fund the dissemination of health promotional material through pharmacies, which experiments had shown to be effective. He welcomed the establishment of a co-ordination centre to foster collaboration between GPs and pharmacists. But he said that Government funding for continuing education and in-service training of pharmacists "could not come too soon".



"We wondered if you could see your way clear to reading this within the next 18 months?"

New role cash hard to get?

As the dispute over the financial needs of the NHS continues, clear indications have emerged from Government circles that pharmacy faces hard bargaining in securing worthwhile rewards for undertaking new roles.

With the Prime Minister setting the pace in demonstrating that even such a politically sensitive issue as nurses' pay will not deflect the Government from its aim of containing the growth in the cost of the NHS, there can be no doubt that the Treasury will be turning the screw when pharmacy calls for more money to match expanding responsibility.

The initial approach of the

DHSS, as reported in *C&D* December 19/26, 1987, will be to offset most of the cost of any additional payments by savings elsewhere in primary health care.

When that area has been fully exploited the emphasis will be on "value for money" — the Treasury's euphemism for ensuring that cheese-paring is the order of the day.

John Moore, Social Services Secretary, has confirmed in the Commons that the review of the NHS, which is being conducted by a small group of Cabinet Ministers headed by Mrs Thatcher, will be "wide ranging and fundamental".

He told David Winnick

(Labour): "We do not intend to begin the review by ruling out any proposals for reform".

The timing of any new charges look like being the key political consideration. The Prime Minister has emphasised that she does not feel unduly inhibited by pledges given at the last General Election.

The only item clearly time limited is the introduction of board and lodging charges for NHS patients. Mrs Thatcher has confirmed that these will not be introduced during the lifetime of the present Parliament.

Patient record

A record 3,000 patients a month visited the average pharmacy in England and Wales for a prescription last year.

A survey published this week by the Pharmaceutical Services Negotiating Committee, shows that the number of prescriptions dispensed in 1987 increased by 13 million to 360 million. The average cost of a prescription item rose by 10 per cent from £5.00 to £5.50.

Man dies after CD strength error

A verdict of accidental death was recorded at the inquest of a man who died after being dispensed the wrong strength of morphine tablets by Boots in Faversham, Kent.

Ninety-four year-old Patrick Hagan had amounts of morphine in his blood normally only found in heroin addicts, the recent inquest at Canterbury was told. He was prescribed 10mg MST tablets, but was issued with 100mg tablets by pharmacist David Wilde, manager of Boots at Faversham.

Mr Hagan's daughter said that her father, who had not retired until he was 84, was growing progressively blind, but had been in good health. He drank two glasses of champagne on November 11 to celebrate his daughter's birthday, but that evening developed a pain.

He was prescribed 30 10mg MST tablets and took two before going to bed. He was found unconscious in a chair the following morning, was taken to Kent and Canterbury Hospital, but died on November 15.

Pathologist Dr Patrick O'Donnell gave the cause of death as a blood clot on the lungs due to heart and lung failure due to an overdose of morphine; and high blood pressure. He added that Mr Hagan might have survived if the hospital had known the extent of the overdose earlier.

Mr Wilde said the 10mg tablets were in an orange box and the 100mg ones in a grey box. He was sure he took the tablets from an orange box, but accepted that the wrong tablets had been issued. "The manufacturers

should make the markings more clear," he said.

Pharmacist Mr Lowe, who checked the issue, said he could not remember the incident, but would have checked the box colour rather than the tablets themselves.

Det Insp Alan Butterfield told the inquest that although there was evidence of "carelessness," there was no evidence of "recklessness" which could have led to criminal charges. Coroner Richard Sturt recorded a verdict of accidental death.

Mr Stephen Irwin, QC, for Mr Hagan's family, said afterwards that civil proceedings against Mr Wilde would follow.

Essex review nearly over

Essex FPC's dispensing subcommittee has completed its review of rurality in the county. The local pharmaceutical and medical committees have until February 17 to lodge appeals against the DSC's decisions.

Unless there are major shifts of population within the county the areas deemed to be rural in character will remain defined as such for the next five years. Both the LMC and LPC are expected to dispute a number of areas.

One area not discussed by the DSC was Writtle. There have been no further developments in what is one of the most protracted RDC cases on record.

New ESPS rules

Details of the agreement between the Department of Health and the Pharmaceutical Services Negotiating Committee over a change in the distance criterion of the Essential Small Pharmacies Scheme have been released.

With effect from March 1 the distance criterion as set out in paragraph 2.1 b of Part XII of the Drug Tariff shall be:

"that pharmacy is more than 2 kilometres (1.24 miles) by the nearest practicable route available to the public on foot from the next nearest pharmacy or is less than 2 kilometres but previously qualified as a special consideration case and the circumstances of the pharmacy remain unchanged; and . . ."

All other terms and conditions remain unchanged.

The number of additional contractors qualifying under the new criterion is likely to be small and so no general FPN circular is planned. Entry to the ESPS scheme by existing contractors will be a "one-off" exercise and no special application form is available.

Pharmacy syringes sell better . . .

More addicts in Edinburgh probably get their needles and syringes from pharmacies than the official needle exchange points, according to the head of the Lothian Drug Squad.

This has led to an approach to the Pharmaceutical Society's Scottish office by Det Chief Insp Kerr, who wonders if local pharmacies could be used to disseminate information on helping agencies to addicts.

An informal meeting has been held with Mr Martin Raymond of the Scottish Health Education Group, who is investigating the feasibility of providing referral material to pharmacists under the "Health care in the High Street" campaign.

An official needle exchange scheme in Leith, after a very slow start, has now expanded and is being used by 20-30 clients a week. The exchange centre in Dundee closed towards the end of last year, but the centre at Glasgow's Ruchill Hospital has opened despite protests from local inhabitants.

However, Mr Michael Forsyth, the junior Scottish Office

Minister, while launching an anti-drug abuse campaign on Monday, admitted that the results of "official" exchange schemes were disappointing. The Ruchill centre had only 65 regular users, yet pharmacists round the corner had been selling 1,500 syringes a month, he said. Addicts wished to keep their identities secret, he suggested.

Dr Lindsay Howden, assistant secretary for the Society's Scottish Executive, says there are no figures on how many addicts purchase syringes from pharmacists. Sales are localised and difficult to monitor.

This is borne out by a survey conducted among community pharmacists in Glasgow by Drs Kohli and Goldberg. They achieved a response rate of 91 per cent. Only 19 per cent of the sample were prepared to supply disposable needles and syringes to drug misusers, but for half the respondents the question was academic since no one had ever requested syringes from them.

The two doctors are planning to visit other cities with needle exchange schemes.

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Case histories give 'no evidence' in pertussis care

Case histories of children who allegedly suffered permanent brain damage after being given whooping cough vaccine provided "no evidence whatsoever" that the vaccine was responsible, counsel for the manufacturers, The Wellcome Foundation, argued in the High Court in London on Tuesday.

The cases reported in medical literature during the past 50 years generated the hypothesis that a causal link might exist, but by definition this hypothesis was mere "supposition or conjecture", Mr Edward Machin, QC, said. It was "fundamentally wrong" to suggest that the cases provided *prima facie* evidence of a link when they could give no indication whether brain damage occurred more frequently in vaccinated than in unvaccinated children.

Such case series were "suspect" because they involved experts in "trawling" through the medical records to elicit relevant cases. They were also highly reliant on parental recollection for details about the appearance of

symptoms, which could lead to bias, he said. Mr Machin was making his closing speech in the first part of a test case awaited by the parents of 200 brain damaged children to decide whether the vaccine can cause such injuries.

The case is being brought by Maura and Harold Loveday, of Hackney, East London. They are suing Dr George Renton, who administered the vaccine to their daughter. The Wellcome Foundation has been joined in the action as a defendant to argue the case on causality, but there are no allegations of negligence against the company. Mr Stanley Brodie, QC, for the Lovedays, seeks to rely on a series of cases, in which there was a close temporal relationship between the administration of the vaccine and the onset of neurological symptoms, to show that the vaccine can cause brain damage.

Mr Justice Stuart-Smith finished hearing evidence three weeks ago. On Tuesday he began hearing closing speeches by counsel, expected to last two or three weeks.

Little change in attitudes to contraception

Women's attitudes to contraception have changed little over the past four years, despite AIDS and various alarms about the Pill and the coil.

A survey of 1,061 women aged 16-44 last July found that women's priorities were still primarily that the method should be safe, totally reliable and cause no discomfort. Over three-quarters agreed that, in the face of AIDS, condoms were the only safe contraceptive but most felt they were not at risk from the disease and only 2 per cent used the Pill and sheath together.

The proportion using each contraceptive method has hardly changed since a similar survey in 1983, apart from a marked increase in sterilisation from 22 to 26 per cent. One quarter used oral contraceptives, down 1.5 per cent since 1983, and usage of the sheath had increased 1 per cent to 16 per cent. The coil was used by 7 per cent, other methods by 6 per cent and 23 per cent used no contraception, a group which included women who were infertile, pregnant or not sexually active.

Pill and coil users seemed to be more satisfied with their method of contraception (84 and 85 per cent respectively),

compared with the 66 per cent who were satisfied with the sheath and less than 60 per cent who were satisfied with rhythm or withdrawal. Seven out of 10 women said they would not trust a man who claimed he was taking a birth control Pill, even if he were the husband.

The survey was carried out by Taylor Nelson Research for Schering Health Care Ltd.

A woman's condom?

A condom for women may be on the market by the end of the year.

The Margaret Pyke Centre, London, is hoping to recruit 200 women for efficacy trials of the condom, which is already being evaluated for acceptability by 25 couples. It consists of a plastic bag which is inserted by an inner flexible ring similar to that on a diaphragm, while an outer ring prevents the device from being pushed into the vagina.

The Centre's director, John Guillebaud, said this week there was a chance the condom might protect against the AIDS virus, but this had not yet been proved. He was unable to divulge the manufacturer's name.

Late again

The long awaited report by the Pharmacy Review Panel on profit has been further delayed.

The Panel was expected to report by the end of January. However, it met again on Wednesday and it will be another fortnight before its deliberations become known. No reason for the delay has been given.

Scottish conference in peril

Falling numbers at the Scottish conference are causing concern at the Scottish Executive of the Pharmaceutical Society. Although the conference was reported as a success it had been attended by only 54 pharmacists and lost money when held at Aberdeen last year.

At its January meeting the Executive agreed that the decline in attendance could not be allowed to continue and set up an ad hoc committee to consider the conference's future.

A letter has been received from the York Herald at Arms advising that the Society can now lawfully display its coat of arms in Scotland.

The Scottish General Medical Committee has indicated it has decided not to pursue the question of generic substitution. There was a possibility a generic prescribing trial would be set up in Scotland.

all those in favour of
sugar-free
paracetamol



The Pharmaceutical Marketing Society's top award for journal advertising to the medical profession has gone to Reckitt & Colman for the Disprol Paediatric campaign, run through the A.D.A. advertising agency. Parke-Davis' Anusol HC (General Advertising) won the direct mail section

Dispensing GPs fear Unichem monopoly

Dispensing doctors are worried that if the proposed Unichem flotation is a runaway success they may be forced to buy drugs from the wholesaler whose policy is to not supply dispensing doctors.

Chairman of the Dispensing Doctors Association, Dr David Roberts, has written to *General Practitioner* magazine expressing concern about the possibility that if a large number of pharmacists opt for Unichem's proposed

shares scheme other wholesalers may be forced out of business. That might mean that in some areas dispensing doctors would have no other supplier and because of Unichem's current policy of not supplying dispensing doctors the situation would be less than satisfactory.

Unichem's managing director Peter Dodd told *C&D* "there is less than a snowball's chance in hell of Unichem becoming a sole

wholesaler in areas of Britain.

"There are few parts of the country where there are only two full line wholesalers and in those areas the other wholesaler is AAH, so I don't see it as a reality," he said.

As the situation stands at the moment if, in an emergency, Unichem had to supply a dispensing doctor it would be done, where possible, via a local pharmacist.

Pay top of Guild agenda

The 1987 pay negotiations, offers and eventual settlement are, not surprisingly, the topics for debate at this Saturday's Guild of Hospital Pharmacists branch delegates meeting.

Guild officers, who will face some tough questioning from representatives, on the conduct of the pay talks, are expected to outline their next move in this year's pay battle, having considered the results of last month's consultation with Guild Groups.

Other motions to be put to the meeting include one from the North Wales Group proposing that the Guild should leave ASTMS, and one critical of the moving of the Guild's AGM to the middle of the Weekend School.

£400,000 bill for PMI

The Pharmacy Mutual Insurance manager Mr Hart, estimates that the final bill for hurricane damage to pharmacists' businesses and homes will be between £350,000 and £400,000.

The 900 hurricane claims are being dealt with as builders estimates are accepted and work is completed. The largest claims for £18,000 worth of repairs to a private house.

The recent snowstorms and flooding have produced some claims in the past fortnight but nowhere near the October level and no more than is usual for this time of year, says Mr Hart.

Two charges for A&H's Ventodisks

Allen & Hanburys have been advised by the DHSS that Ventodisks and Becodisks packs, containing the Ventolin Diskhaler or Becotide Diskhaler and 14 Ventodisks or Becodisks respectively, will carry two prescription charges and pharmacists will therefore receive two dispensing fees.

Ventolin and Becotide Diskhalers will be included on the Drug Tariff from March, however pharmacists will be reimbursed for dispensing the Ventodisks and Becodisks packs (containing the appropriate Diskhaler and 14 disks) from February 1, say A&H.

TOPICAL REFLECTIONS

by Xrayser

Food for thought

I had a stay in hospital some time ago. Having served on the staff for a number of years it was a change to be on the receiving end of treatment. Rather nice, in fact, since the condition was somewhat acute. My feelings were of total, surprised gratefulness. I expected nothing but found myself treated with tremendous care and courtesy. They actually offered me a menu for food! I was an NHS patient, being too mean to subscribe to private schemes. After a week I probably put on weight. I can see no valid reason why I should not have been asked for reasonable hotel fees for that part of the service since it has nothing to do with my treatment. What do you think?

Just good friends...

There is an arrogance which sticks hard in the throats of many in the way Unichem speaks to its members, if we are to believe what we read in *Postbag* at present.

I must say I would resent any wholesaler in which I had a financial interest demanding sight of documents relating to my business, before they were prepared to allocate more shares. With the base qualification for membership recently spelled out — £3,000 a-month spending — it is obvious enough that most members of a co-operative would choose to spend the bulk of their money with the account. Members can enhance their "divvy" at the end of the year and offset the government clawback.

But to demand? Funny sort of friends who want to make sure of your loyalty by going through your books. I cannot believe shares could be denied to any member who fulfils the basic requirement regarding purchases. Big brother is getting in need of a change of boots, I fear.



High-cued?

I've been upstaged by the Editor. Last week (*Comment*) he wrote about the furore which followed the suggestion that vitamin and mineral deficiencies could impair children's IQs. I was going to...! As if to cash in on the immediacy of impact of the QED television programme we received a mailing this week for a new presentation of children's vitamins, labelled "IQ", which the manufacturers inform us stands for "infant quota".

I already carry a fair selection of vitamins in stock. A whole section, in fact, and see no reason to enlarge it. But I can well believe the diet of many children, being based on quick-serve convenience foods, or limited range processed foods (the "chips-plus" diet, we call it), could leave gaps in dietary balance which would

impair growth, and possibly IQ. So despite my reservations about pushing the sales in this area I shall make displays to show we have a full range of supplementary foods to balance up inadequate diets.

My sour comment is on a society which is so artificial in its goals that the situation has arisen.

Need to know about stockings

April 1 will see us able to dispense stockings made under new classifications. Pharmacists will be able to choose, in consultation with patients, no doubt, which particular fabric will best suit the condition. Since I have no knowledge of what is to be made available, it would be very helpful if the various manufacturers could give us a bit more information so we can recommend with more confidence. Currently I hold only Scholl and Lastonet in stock but would welcome a chance to see products from other manufacturers.

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PERSONAL SERVICE

DESPITE THE SIZE AND STANDING OF BEATSON CLARK, THE COMPANY IS STILL A CLOSE-KNIT FAMILY BUSINESS.

FRIENDLY, PERSONAL SERVICE IS OUR MAINSTAY, AND ALWAYS WILL BE.

IF YOU THINK WE COULD PROVIDE THE SERVICE YOU WANT PLEASE WRITE OR PHONE.

WE WOULD BE PLEASED TO HEAR FROM YOU.

BEATSON CLARK PLC, 23 MOORGATE ROAD, ROTHERHAM, SOUTH YORKSHIRE S60 2AA.
TELEPHONE: ROTHERHAM (0709) 828141
TELEX: 54329. FAX NO: 0709 828476



BEATSON CLARK plc



OTC growth to continue

The next couple of years are likely to see continued strong growth of OTC medicines, if not at the artificially created rate immediately following the limited list.

New sophisticated and more effective medicines and health appliances will find their way into the OTC sector, backed by high advertising budgets, predicts Euromonitor's "UK OTC Healthcare Report 1987-88". And the trends towards self medication and health consciousness should continue to provide new opportunities for manufacturers in the 1990s.

There is no evidence yet that the typical consumer is avoiding medicines which may have unwelcome side effects, but the market for natural remedies is growing and these "alternatives" pose a long term threat to the pharmaceutical market. Eventually the idea of prevention

— through good diet, exercise and stress avoidance — will revolutionise medical treatment.

The market for dietary supplements, which includes most of the "natural" products, is one of the fastest growing and is predicted to increase in retail value from £99.9m in 1987 to £131.5m by 1992. But these products are unlikely to replace existing remedies, Euromonitor says, simply because there is evidence that medicines, once firmly established, take a long time to decline. This means that manufacturers often have an uphill battle converting consumers from tried and trusted brands, so, while new products will continue to expand the market, this will not necessarily be at the expense of existing remedies. Real growth will have to come from more added-value products which persuade the consumer to part with more money per dosage, the

report maintains.

New products likely to be commonplace by the 1990s are OTC diagnostic kits for everything from colds to cancer and AIDS.

The increased research and development burdens and higher sums needed for launching new OTC products will increasingly be too onerous for smaller companies and some fairly significant mergers can be expected.

The report looks in detail at pain relievers, cough and cold remedies, digestive remedies, medicated skin care, anti-rheumatics, oral hygiene products, dressings, foot care, eye care and pregnancy test kits, as well as dietary supplements, a total healthcare market which is expected to grow from £591.7m in 1987 to £696.5m in 1992.

The analgesics market is expected to return to a lower rate of growth after 1990 as the effects of the selected list wear off. But it will remain substantially above its pre-list level and, given the increasing amount of advertising, growth could continue at over 10

per cent a year at current prices until the end of the decade; £138m is the anticipated retail value for 1992 compared with £122.4m last year. Analgesics are among OTC products most likely to be bought in non-pharmacy outlets, although chemists have been making a comeback from a low of 65 per cent share in 1982 to 73 per cent in 1986.

Traditional cough syrups are likely to lose out over the next few years to the more potent, ex-prescribable brands now being promoted.

Euromonitor continues. The trend away from sugar-based products will continue and liquid preparations in general could lose out to more convenient medicated lozenges and other non-liquid formulations.

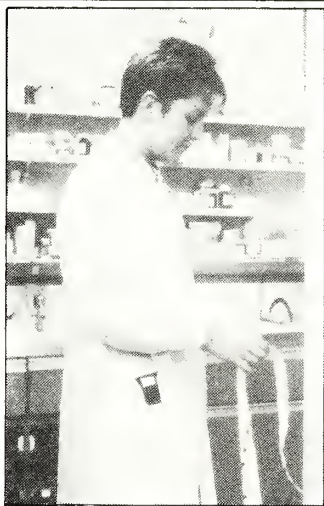
In indigestion remedies, competition is getting fiercer and increased advertising should continue growth at a higher rate than in the early 1980s, to an anticipated £29.5m in 1992, the report says. *UK OTC Healthcare Report 1987-88*, Euromonitor Publications, 87-88 Turnmill Street, London EC1M 5QU.

Unit dose dispensing on trial

A study being done at Hope Hospital in Salford is to compare automated unit dose dispensing for in-patients with the conventional manual ward dispensing system.

The study is being done to evaluate the cost effectiveness of the ATC 212 dispensing system developed by Travenol Laboratories. The system consists of a cabinet in which up to 212 different solid dose medicines can be stored, each in separate compartments. The cabinet sits on a base unit which incorporates a packaging line which can deliver unit doses of the medicines stored in the cabinet in heat-sealed packets individually labelled with patient, drug and dosage details ready for administration.

Laurie Goldberg, district pharmaceutical officer for Salford, who set up the trial, told *C&D* he is optimistic about the potential benefits of the Travenol system. He said the study should be completed in March when the ATC 212 is to be evaluated. The cost of automated unit dose dispensing for 120 beds for a month will be compared with the previously calculated cost of one month's dispensing for the same 120 beds done by the conventional



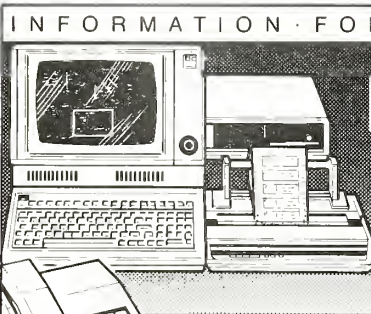
Linda Shepherd, staff pharmacist at Hore Hospital, using Travenol's ATC 212 automated unit dose dispenser

manual method.

Perhaps the main benefit of unit dispensing will be the reduction in waste and Mr Goldberg feels the automated dispenser should cut down on time spent dispensing stock for wards.

Travenol also hope their system will help free hospital pharmacy staff for other tasks. As part of the "package" they are offering, the ATC 212 will be run by Travenol staff as well as being maintained by engineers from the company. The system is to be available on a lease basis but the cost will depend on hospital requirements. Further information from Dr Jackie Riley at Travenol Laboratories Ltd. Tel: 0635 200020.

INFORMATION · FOR · PHARMACISTS



Do you need help?

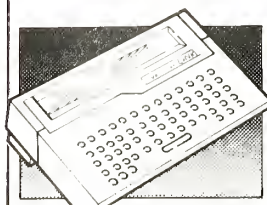
You probably don't think you need help either for yourself or your assistant, but do you recognise any of these symptoms?

Are you depressed by mundane clerical tasks? Frustrated by how long they take in a busy shop? Is there never enough time to do everything properly?

You may be happy to find that there is someone who wants to help, who is only a telephone call away (phone now on 0928 717070 Ext 302).

Someone who'll be glad to introduce you to simple equipment, to take the work out of stock ordering, to simplify label production and keep you up to date with pharmacy trends. With just a small amount of instruction you'll be able to handle all these things quickly and efficiently leaving you able to attend to your customers and giving you the time to look after your pharmacy.

**PHONE LINK-LINE ON 0928 717070 Ext 302
NOW FOR SOMEONE WHO REALLY CAN HELP.**



LINK
PHARMACY
SYSTEMS



Available from your local
AAH GROUP WHOLESALER

Milupa deliver everytime. Breakfast time, dinner time and tea time.

Milupa are clear brand leaders in the total dry babyfood market. Brand leadership comes from delivering what mothers and babies want.

Mothers told us they want babyfood by mealtimes. So Milupa launched the first ever Tea Time Savouries – of course they were a great success.

Now, by popular demand, we have segmented our whole range into Breakfast Time, Dinner Time, Tea Time and For All Times to make it easier for your customers to choose.

And we are advertising our "Mealtimes" in a national women's press campaign featuring our

Little Experts, which shows our great range **PLUS** a 20p coupon off their next purchases.

To maximise your sales and profits stock up *now* and merchandise your shelves in Milupa Mealtimes.

Where Milupa leads, the market follows.

milupa®

Milupa babyfoods. The one taste little experts agree on.



See your Milupa representative for point of sale material and planning your Milupa range or call Ben Mullen, National Sales Manager on: 01-573 9966.

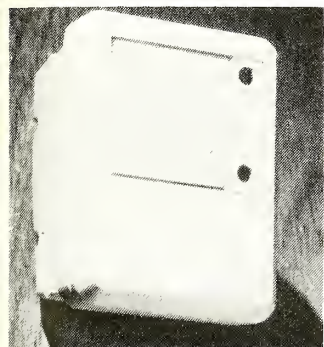
Milupa House, Uxbridge Road, Hillingdon, Uxbridge, Middlesex UB10 ONE.

Infra-red security

An infra-red intruder detector, with a narrow-beam "corridor" protection pattern over a 20m range, has been introduced by Peak Technologies.

Operating from a 12v DC power supply, the SM1-20 uses a high-efficiency Eltec sensor (now also used in the SM1-10) to detect the body heat of any intruders coming within its detection pattern, claims the company, which says it can provide six detection zones in three tiers over the 20m range. On detecting an intruder, the unit relays an output to a control panel, which activates an alarm or transmits a signal to a central control station.

It also has an alarm memory



whereby several units can be linked to one zone of a control panel. This allows additional protection to be installed without increasing the control panel capacity, say *Peak Technologies*. Tel: 01-207 0020.

Box junction

As an alternative to plastic sacks and with an E-flute laminated board designed for added protection, Boxfoldia Ltd have launched a range of bag-in-box cartons. The cartons are fitted with a polythene bag. *Boxfoldia*. Tel: 021-472-1383.



Coins making up a total of £39,363, raised by the London fire-fighters on behalf of the recent BBC Children in Need appeal, were counted with the help of two CASE high speed multid denominational coin sorting and counting machines pictured here, loaned by CASE-ICC Ltd, of St Albans, Herts



The Midas touch

Designed to enhance the applications of the Midas senior and junior lettering systems from Techprint, the company has introduced the Midas Personal Computer Interface, allowing them to use IBM PC or IBM plug compatible computers.

Utilising the MS-DOS operating system the PCI is menu driven and jobs such as text, list and labels can be input and displayed, updated and edited. Adapting the Midas to work with the PC can be done on-site for existing users in about 15

minutes.

The Midas PCI can read ASCII formatted files created by many word processing programs, and utilises standard MS-DOS formats for file naming and use, says the company. The user can also input multiple jobs at once, even when a job is printing.

It has floppy disk storage and a pause facility to allow change of ribbon or lettering disk. The Midas PCI can also subscript or superscript characters. *Techprint Lettering Systems Ltd*. Tel: 09327-89863.

A case for safety

MSC have produced a new Safe Case.

In the style of a brief case with a waterproof durable exterior, it is designed to safeguard business records, samples or cash. It comes with a mounting plate (extra plates are available) which can be fixed at work or home, for example, and then the Safe Case can be locked to it. Interiors can be fitted to requirements, says the company, and the three sizes of the product can be fitted together. *MSC*. Tel: 061-835 3201.

Desk-top planning

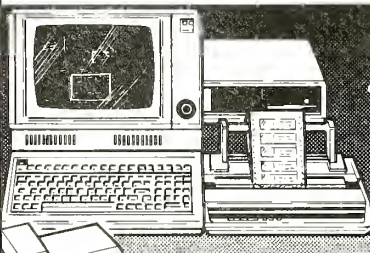
CCN Systems have launched a new desk-top system designed to assist retailers in planning branch-based promotional activity and in selecting areas for expansion.

The system uses CCN's bulk processing of consumer information which is updated daily. The company believes it will give retailers the ability to assess the potential size of a market and its financial behaviour within an area. Up until now, it says, the software available has relied mostly on databases constructed from the 1981 Census of Population. *CCN Systems Ltd*. Tel: 01-623 3860.

On the wall

Matrix is a new wall mounted display system designed to allow interchangeable components including shelves, rails or purpose made fittings for specific merchandise, in a range of finishes, say *Dick Stringer Associates*. Tel: 01-739 4893.

INFORMATION FOR PHARMACISTS



Are you missing Link?



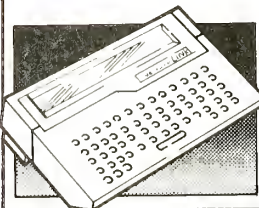
Couldn't you and your assistant use a small amount of help sometimes? Are you depressed by mundane clerical tasks?

Frustrated by how long they take in a busy shop? Is there never enough time to do everything properly?

Well you'll be pleased to learn that help is at hand, in the shape of Link.

We'll be glad to introduce you to the benefits of Link Systems, it will take the work out of stock ordering, simplify the production of labels, provide up to the minute pharmacy news. With just a small amount of instruction, you'll be able to handle all these tasks quickly and efficiently, leaving you able to attend to your customers and giving you the time to look after your pharmacy.

PHONE LINK-LINE ON 0928 717070 Ext 302
NOW FOR SOMEONE WHO REALLY CAN HELP.



LINK
PHARMACY
SYSTEMS



Available from your local
AAH GROUP WHOLESALER

COUNTERPOINTS

Gatorade thirsts for business



Gatorade Thirst Quencher, a leading sports drink in Japan and the USA, has come to the UK.

Gatorade is isotonic, which means that it is rapidly absorbed into the body's system without bloating. In addition, it replaces sodium, potassium and phosphate and provides 233 KJ per 250ml serving. Each canister (£4.95) contains 520gm of lemonade flavoured instant powder, which mixed with water makes up 33 x 250ml servings.

Gatorade's retail launch is being backed by a targeted consumer advertising in sports and health magazines, commencing in April 1988, and point of sale material. *Quaker Oats Ltd.* Tel: 01-574 2388.



Effico's tonic

Effico Tonic are using a large dummy pack and a shelf wobblers as point of sale material. Their current Press advertising campaign continues until the middle of March. *Pharmax Ltd.* Tel: 0322 91321.

PRESCRIPTION SPECIALITIES

Minulet tablets from Wyeth

Wyeth have launched a new combined Pill. Minulet contains ethinyloestradiol and the new progestogen gestodene, in the same ratio as that seen in Schering's Femodene.

Manufacturer Wyeth Laboratories, Huntercombe Lane South, Taplow, Maidenhead, Berks SL6 0PH

Description White sugar-coated tablets, each containing 30 micrograms ethinyloestradiol and 75 micrograms gestodene

Uses Oral contraception and the recognised gynaecological indications for such oestrogen-progestogen combinations

Dosage One tablet daily for 21 days, starting on the first day of the menstrual cycle (or on the first day of withdrawal bleeding following other oral contraceptives)

Contraindications, warnings etc As for other OCs. See Data Sheet

Supply restrictions POM
Packs Individual packs containing three months supply (£5.70 trade)
Product Licence 0011/0135
Issued February 1988



Simcare add Foley catheter

Simcare have added the Folatex S all silicone Foley catheter to their range of incontinence products.

The Folatex S is available in male and female lengths, with a variety of Charrier and balloon sizes, all made from non-toxic pyrogen-free silicone rubber, which the company says ensures compatibility with the urethra, reducing encrustation, blockages and infection, allowing for safe urine drainage for up to three months.

The size is readily determined, with the funnel clearly marked with Charriere and millimetre size, with colour-coded valve to denote the Charriere gauge.

The catheters has smooth contours and tip for easy insertion, say Simcare.

Folatex S catheters are sterilised by gamma irradiation and are individually wrapped in a non-stick inner polythene sleeve with an outer hard pack (male £5.89, female £5.60). *Simcare.* Tel: 0903 761122.

Antepsin b.d.

Wyeth say the DHSS has approved a change in the dosage recommendations for Antepsin (sucralfate).

Previously recommended on a 1g four times a day dosage, Antepsin should now be prescribed with a 2g taken on rising and at bed-time dosage.

It is also now recommended that the tablets are dispersed in 10-15ml water. *Wyeth Laboratories.* Tel: 06286 4377.

BRIEFS

Boots plan to discontinue their U100 insulins Quicksol, Monophane and Tempulin from the end of March. The early notification is to enable doctors to transfer patients. An emergency supply will be available after March 31 until stocks are exhausted. *The Boots Company plc.* Tel: 0602 506111.

Deteclo tablets are changing from round, convex, blue film-coated tablets, printed "Lederle 5422", to round convex, blue film-coated tablets, embossed "LL" on one side and "5422" on the reverse. *Lederle Laboratories.* Tel: 0329 22400.

Fletchers' Enemette packs are changing during February from 25 microenemas to 12 microenemas (£3.60 trade). At the same time, pack livery will change to

aquamarine and dark blue. *Pharmax Ltd.* Tel: 0322 91321.

Bi-aglut gluten-free flour (500g £1.95 basic NHS) is now available on prescription. The Advisory Committee on Borderline Substances has approved the product for gluten sensitive enteropathies, including steatorrhoea due to gluten sensitivity, coeliac disease and dermatitis herpetiformis. *Ultraparm Ltd.* Tel: 0491 5780166.

Normacol Plus is now available in a sachet pack consisting of 2 cartons of 30 sachets over-wrapped (£4.98 trade). Each sachet contains 7g of granules and the usual recommended dose is one sachet twice a day, say *Norgine Ltd.* Tel: 0865 750717.

Showers for all

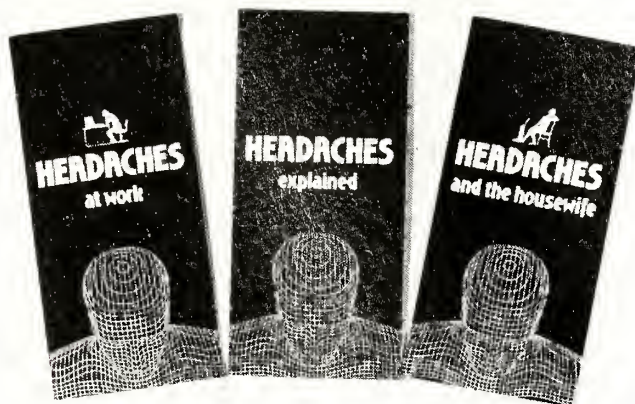
Sabre Supply Co are launching a shower gel as the first product in range of Unisex toiletries. Sabragen shower gel (300ml, £0.50 trade) is suitable for all over hair and body use. The container has been designed with the shower in mind. It has a ribbed body to help grip.

It is intended that this product be the forerunner of a comprehensive range of unisex toiletries under the brand name of Sabragen. *Sabre Supply Co Ltd.* Tel: 01-739 9670.

Better backs!

The Sleepover Betterback cushion (£7.99) is designed to support the vertebrae whilst in a sitting or reclining position. It is tailor made to each individual in so far as the user determines the amount of air for the right level of support.

Made in Denmark, it is washable and non-allergenic. *Sleepover UK Ltd.* Tel: 01-493 3786.



Merrell advise on headaches

Following their recent survey on tension headache, Merrell Dow have produced three leaflets for sufferers and pharmacists which they hope will answer questions about symptoms and treatment.

"Headaches explained" gives the background on types of headaches, "Headaches at work"

deals with the causes of stress and tension at work, and "Headaches and the housewife" explains the causes of tension headache at home; all offer tips on relief.

Supplies through Merrell Dow representatives or direct from *Merrell Dow Pharmaceuticals Ltd.* Tel: 0784 61600.

Orders on a plate

Unipath are running a trade promotion on Clearblue and Clearplan.

Running until May, it offers five limited edition plates to be collected which have been specially designed by Gerry Ford. Each plate features a flower with an apothecary motif border, blue and white with a fine gold band.

Details from *Unipath Ltd.* Tel: 0234 47161.

Ivoire Premiere

Network Management are introducing the Ivoire Premiere Collection (£19.90). It contains "first" sizes of eau de toilette spray (15gm), body milk (30ml) and perfumed foam bath (30ml).

The collection will be supported by a counter showcard. It will be available for a limited period only from the end of February. *Network Management Ltd.* Tel: 01-560 1200.

PHARMACISTS

IT'S IN MARCH THIS YEAR, PLEASE JOIN US!

The dates 'out' on the LRC Annual Pharmacist Squash Tournament.

You know how you enjoy yourselves at this famous event, what with the host of trophies for winners, not to mention the social programme for players and spectators.

For beginners there will be coaching sessions available and as usual we will have some very entertaining exhibition matches.

So move quickly, send us the invitation right away and we'll send you all the details fast!



INVITATION

TO: Bernard Foster, LRC Products Ltd, North Circular Road, London E4 8QA Tel: 01-527 2377.

I would like to take part in your squash tournament.

FULL NAME (MR/MRS/MISS) _____

COMPANY _____

ADDRESS (*Home/Business) _____

POSTCODE _____

TEL NO _____

My playing standard is: County ☐ Club Team ☐

Club League ☐ Social player ☐ Beginner ☐

I would like to attend as a spectator only ☐

My regional choice is:

Northern Squash Tournament –

Manchester – Wednesday 23rd March '88 ☐

Southern Squash Tournament –

London – Friday 25th March '88 ☐

We ask all players to arrive sharp for a 9 30 a m start

I would like to be entered in the ..

Men's Competition ☐ Ladies' Competition ☐

Veterans' Competition (40 plus) ☐

*Delete where appropriate and tick boxes as required

Handy wipes for babies and...

Robinsons of Chesterfield have taken two of their established products and packed them in resealable sachets for use on the move.

For babies, Poppets baby wipes are available in resealable sachets containing 25 wipes each. The company says the sachet pack is useful for holidays or travelling (£0.79).

For the rest of the family, Robinsons are introducing a sachet pack of Fresh Ups into their Soft & Pure range. The resealable packs (25 wipes £0.79) have a tamper-proof sticker and are packaged in cartons for on-shelf display. *Robinsons of Chesterfield. Tel: 0246 31101.*

Zorbit go for direct push

Baby linen manufacturers Ashtons Zorbit are to detail the complete Zorbit range through a full colour leaflet distributed as a loose insert in the key parenthood magazines, in the Bounty Baby Book and through mother-to-be bags.

The campaign is aimed at promoting the Zorbit brand of cot and pram liners, nursery curtains,

bathtime and changing accessories and towelling nappies direct to the consumer maternity market, so encouraging traffic flow through stockists. A list of stockists will be featured on the back of the leaflet; customers currently stocking a comprehensive range of Zorbit goods and wishing to be included should contact their sales representative before February 22. *Ashton Bros & Co Ltd. Tel: 061 368 1961.*

Good news from Chefaro

Chefaro are backing the launch of their new pregnancy test Predictor Colourtip with a £500,000 advertising campaign.

Advertisements will run nationally in the women's Press and on tube posters in London, with copylines including "For the most fantastic news in the history of the world".

Chefaro Proprietaries Ltd. Tel: 0223 312956.

Savlon Savers

Care Laboratories are offering on-pack reductions on Savlon baby care talc (now £0.69), shampoo (£0.89), babybath (£0.89), soap and oil (both £0.69). *Care Laboratories Ltd. Tel: 0625 535577.*

Farley's put £2m behind baby brands

Farley's are investing £2m in national television advertising and promotions behind their rusks and cereal ranges in 1988.

Farley's Rusks are the subject of a new 30-second television commercial which shows life through the eyes of a baby. This will complement the "Wake up little snoozies" advertisements featuring Breakfast Timers.

And for the first time ever, Farley's are supporting Farex with a Press campaign through women's interest magazines and specialist baby annuals. This will be backed up by a sampling programme involving 500,000 samples which will go direct to two thirds of all 1988 mothers, the company says. *Crookes Healthcare Ltd. Tel: 0602 507431.*

ON TV NEXT WEEK

G TV Grampian	U Ulster	STV Scotland (central)
B Border	G Granada	Y Yorkshire
C Central	A Anglia	HTV Wales & West
CTV Channel Islands	TSW South West	TVS South
LWT London Weekend	TTV Thames Television	TT Tyne Tees
C4 Channel 4	Bt TV-am	

Actifed:	All areas
Anadin:	C, Y, TT, TVS South, A, TSW, U
Askit powders:	GTV, STV
B-D digital thermometer:	LWT, TTV, C4
Beecham Hot Remedies:	All areas
Beecham's Powders:	All areas
Benylin:	All areas
Buttercup cough syrup:	All areas
Canderel:	All areas
Contac 400:	STV, G, Y, C, TVS, LWT, TTV
Day & Night:	All areas
Dentu-Creme:	All areas
Durex:	C, A, TVS, LWT, TTV
Farley's rusks & cereals:	Bt
Fisherman's Friend Super Strong mints:	Y, TVS
Junior Panaleve:	Y
Karvol:	All areas
Maalox Plus:	All areas
Mediquell:	GTR, STV, C4
Paracodol:	All areas except GTV & B
Preparation H:	C, Y, TT, TVS, A, TSW, U
Proflex capsules:	Y
Robinsons baby foods & juices:	TVS, TTV, Bt TVam
Robitussin cough medicine:	All areas
Sanatogen:	All areas
Sensodyne toothpaste:	All areas
Seven Seas cod liver oil:	All areas
Simplicity:	All areas
Sinutab:	C4
Solpadeine:	All areas
Strepsils:	All areas
Super Poli-grip:	All areas
Tixilyx cough linctus:	TTV
Triogesic decongestant:	TTV, C4, TVam
Venos:	All areas
Wella Balsam:	All areas
Zestavite:	Bt, TVam

Retail Systems & Design Ltd.



Complete design and shopfitting service for the modern pharmacist.

7 Crookham Road, Fleet, Hants. GU13 8DP Tel: (0252) 626218

NAPPY WRAPPY

by Clippa Safe

Nappy Wrappy the New! Safety Breakthrough Eliminates Nappy Pins and Nappy Pin Injuries!

A simple non-slip belt which keeps baby's nappy on. No more sagging nappies. Non-Absorbent. Safe. Easy & Fast

Displayed on full colour hanging point of sale cards. Proven high volume sellers in Australia now manufactured under licence in the UK by Clippa-Safe, Lanthwaite Road, Clifton, Nottingham NG11 8LD Tel (0602) 211899 Fax (0602) 845554

Silbers go back on the road

J.J. Silber are repeating last year's roadshows for retailers to show their range of photographic products and tell retailers about the value of good POS and effective use of publicity. The days begin at 3.30pm and end at 9pm, at The Heathside Hotel, Tadworth on March 1, Great Danes, Maidstone, March 2; The Post House, Epping, March 3; The Post House, Southampton, March 8; The Post House, Bristol, March 9; Novotel, Coventry, March 10; The Post House, Edinburgh, March 14; The Five Bridges, Gateshead, March 15; The Post House, Wakefield, March 16; The Post House, Norwich, March 22; Novotel, Nottingham, March 23; Lord Daresbury, Warrington, March 24, and Pomme D'Or, Jersey, March 29.

Dealers should soon hear about the shows from their area managers but any new dealers can contact Nick Edwards at J.J. Silber Ltd. Tel: 01-903 8081.



UniChem in the picture

UniChem are launching a range of own label colour print films this month.

The films are to be available in 135, 110 and 126 formats all 100 ASA, 24 exposure. They will have an rrp of £1.49 and a trade price of 92p each — giving 29 per cent POR, say UniChem.

There is to be an introductory

stock box on offer this month to members at £62.90 for 82 films (including two free) which represents a 15 per cent reduction on the normal trade price.

Display material to support the launch is to include a shelf strip, window poster and film dispenser, say UniChem Ltd. Tel: 01-391 2323.

Let's stick together

Loctite's Superglues are being given a £500,000 publicity campaign during the next six months when advertisements will appear in national daily and Sunday newspapers.

From July 1988, Loctite UK will also have a "Glueline" on the Oracle Teletext on Channels 3 and 4, an adhesive information service. Viewers can instantly obtain advice on the correct choice and application of adhesives for household and DIY repairs. Loctite UK. Tel: 0707 31277.

For Ireland

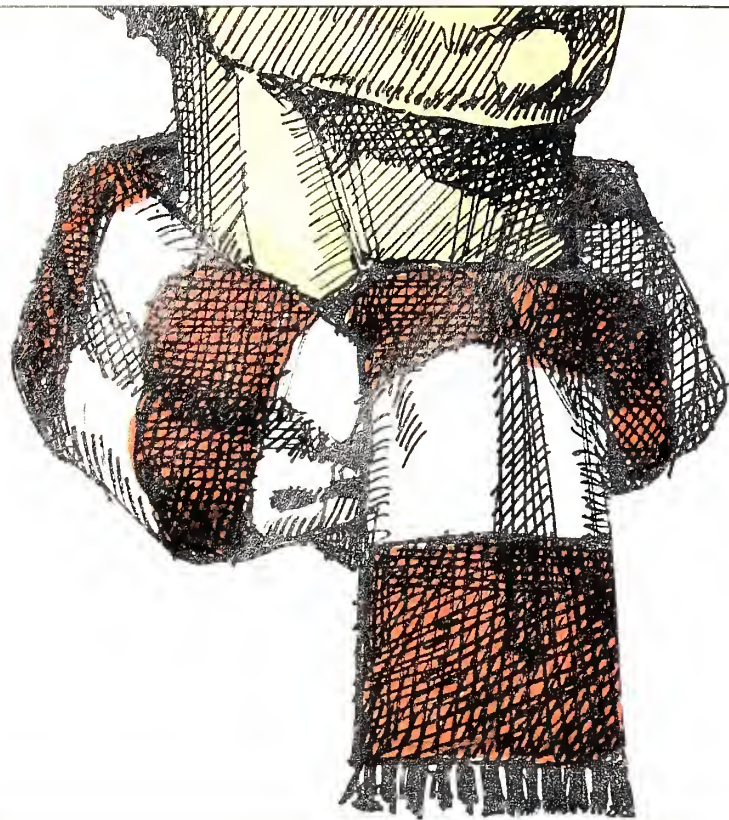
The Rite-diet range of products will be available from all pharmaceutical wholesalers in Northern Ireland from February 29, when Castlereagh Pharmaceuticals will be replacing Ormeau Bakery as agents. Inquiries to Castlereagh Pharmaceuticals (0232 853041) or Welfare Foods Ltd. Tel: 0625 877387.

NUMARK CHEMISTS BENEFIT FROM EXCELLENT 2 WAY COMMUNICATIONS.

Regional committees, a bi-monthly newspaper, trade training, national conventions and regular visits from Numark Wholesaler Representatives mean Numark chemists are kept up to date, and can influence Numark development. Just one of the many ways we help keep independent chemists in the best of health. Become a Numark chemist now. Contact your local Numark wholesaler, or telephone: Geoff Bass (0985) 215555.



MAKES YOU MONEY



Stuffy colds are often a combination of a blocked nose with a sore or infected throat.

Many decongestant lozenges will help clear blocked noses but do not treat throat infections.

- Merothol has the unique combination of the proven antibacterial agent cetylpyridinium chloride, as well as menthol and eucalyptus.
- Merothol treats sore and infected throats at the same time as it provides decongestant relief from stuffy colds.
- Merothol gives fast and effective relief.
- Merothol is only available through pharmacies.

This winter, you can expect at least 46 requests per week for advice on colds, catarrh or blocked noses!

MEROTHOL® THE SORE THROAT LOZENGE THAT FIGHTS STUFFY COLDS.

62% of all adults suffer from colds² giving an incidence of between 50 million and 300 million colds a year.

When you consider that 18 million cold treatments are sold annually through pharmacies, it makes sense to stock Merothol.

24 LOZENGES
ANTIBACTERIAL



WITH MENTHOL
& EUCALYPTUS

Merothol®

Merrell Dow

Clear Relief. Fast and Effective.

References: 1. Martin Hamblin, Nov. 1985.
2. T.G.I., 1986.

**Merrell
Medicines**
Confidence in pharmacy

For starters

Innoxa are launching a starter pack of products for problem skin.

The pack (£3.50) contains three products from the Innoxa 41 range: skin shampoo, a deep cleanser, Protective Lotion, a water-based moisturiser, and Solution 41, a medicated liquid for the treatment of open pores and other oily skin conditions. All three products come in 50ml bottles, packaged in a clear cosmetic wallet. *Innoxa (England) Ltd. Tel: 0323 641244.*

Rock on

Spring colours from Lechner hark back to the 50s, with bright eye colours and pale lips and nails.

The Rhythm and Blues collection comprises two eyeshadows, greenbeat and singing the blues, with complementary mascara, highlighted by six shades of kohl pencil. The latter are to form a permanent addition to the Lechner range.

Lips and nails are toned down, in shades of pink, peach and honey. *L. Lechner (London) Ltd. Tel: 0323 641244.*

Clarins combine scent and skincare

Clarins are launching a new product designed to combine the fragrance and the skincare properties of plant extracts.

Eau Dynamisante (100ml spray £11, 200ml bottle £17) is designed for use all over the body, on its own or over other body treatments. Clarins say the fragrance can be used on its own or as a base for other perfumes — the scent is designed to enhance rather than clash with other fragrances. Unlike most perfumes it can be safely used in the sun because the elements that make other perfumes photosensitive have been taken out.

Said to be suitable for men as well as women, the product comes in red glass bottles which protect it from light. Cartons are red and white, and special display material, including a merchandiser, tester stand and shelf organiser all emphasise the product's colour.

Eau Dynamisante has been well received in other countries, particularly France, where it has

just received two awards: the Tube D'or from *Marie France* magazine and the Prix d'Excellence from *Marie Claire*. Advertising support for the UK launch includes full colour spots in ten women's magazines. *Clarins (UK) Ltd. Tel: 01-629 2979.*



Savers

Numark Extra-fill Keylines during February include Colgate dental cream, Natrel Plus aerosols, Ribena, Silkience shampoo, conditioner, styling mousse and gel and Sunsilk hairspray. Other Keylines on promotion include Complian, Elastoplast, Finale non-aerosol hairspray, Johnsons baby lotion and shampoo, Lil-lets, Peaudouce Babykini and Babyslips, Pennywise and Steradent.

Family Carelines include Anadin, Beecham cold aids, Catarrh Ex tablets, Coda Med, Cream E45 and Hc45, Discover Colour and Two, Disprol, First Response, Lanacort, Mac, Metatone, Nurofen, Ralgex, Solar saline spray, Solpadeine, Transol, Transoak, Transdrop, Transclean and Venos. *Independent Chemists Marketing Ltd. Tel: 0985 215555.*

Nail it

Mavala are running a spring promotion on their *Minicolor*.

The range of over 40 shades will be offered at £1.20, 20p off the normal price, from January, while stocks last. *Mavala Laboratories Ltd. Tel: 0732 459412.*



NUMARK GIVES YOU
HEAVYWEIGHT NATIONAL ADVERTISING
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Regular advertisements in the top women's magazines and local press, plus regular consumer competitions, keep sales healthy. Just one of the many ways we help keep independent chemists in the best of health. Become a Numark chemist now. Contact your local Numark wholesaler, or telephone: Geoff Bass (0985) 215555.



MAKES YOU MONEY

For the most fantastic news ever in the history of the world.



Above is one of the ads in the £500,000 launch campaign for new Predictor Colourtip.

A campaign which runs nationally through women's press and also on tube posters in London.

A campaign which explains that Predictor Colourtip is so accurate that you only need a

single, simple, one-step test. And because it's simpler, it works faster. In as little as five minutes.

The campaign starts in February.

Expect excellent news and fantastic sales results.

— PREDICTOR —
RIGHT FIRST TIME

Predictor
COLOURTIP
HOME PREGNANCY TEST



Almay in the sun

Almay are adding two products to their sun care range this season — face saver sun protection plus SPB 6 (50ml, £4.50) and face and body bronzer (50ml, £2.95).

Face saver sun protection plus SPF6 moisturises and gives sun protection and will be available for despatch with the rest of the range in the middle of this month, say Almay.

Face and body bronzer, also available from the middle of this month, is a gel formulation with a "slight shimmer". It can be used on top of a sun protection lotion or cream and cleansed away at night, and is aimed at those who opt for high protection in the sun but want to look tanned as well. The product is to be available in three shades — bronze, tawny and golden. A merchandising unit is available.

The brand is claimed to have shown sales increases of 40 per cent up to June 1987 compared with the same period the year before. The brand's share is estimated at just over 1 per cent in a market valued at almost £56m. *Almay. Tel: 0753 23971.*

Gillette bring gels to shaving

Gillette Personal Care division are about to launch a new shaving product, supported by a £750,000 advertising and promotional budget.

The product is a shaving gel in regular and sensitive skin variants. It is expelled from a 200ml can (£1.29) and changes into a thick creamy lather as it is applied to the face.

Gillette say the new packaging requires no product contact with the propellant gas. The company say this means closer contact with the skin, and a smoother shave. The product contains four special lubricants aimed to prepare the beard, retain moisture and reduce razor drag, thereby protecting against nicks and cuts say Gillette.

The promotional budget will include a £400,000 advertising campaign in men's and women's magazines over Spring and Summer as well as a sampling campaign. Gillette plan to distribute half a million 75ml trial size cans (£0.69) from mid May and three million leaflets



containing 20p money-off coupons door to door during April and May. Further promotions are planned for later in the year. *Gillette UK Ltd. Tel: 01-560 1234.*

Bronnley go for gifts

With Mother's Day and Easter in mind, Bronnley are introducing a number of new gift items.

For Mother's Day, the company have two products using items from the White Iris Almond Oil range: bath crystals in a presentation glass jar (200g £2.95); and sets of three soaps (three 50g tablets, £2.75).

For Easter, the same soap is offered as an Easter basket containing a 100g tablet (£1.85), finished with a white ribbon and gift tag. And for the children, the company has extended its range of animal soaps. The new additions are: Celia Seal, in pink with a peach fragrance; Lucky Duck, yellow and lemon scented; and Hippy Hippo, blue and smelling of apple (all 100g £0.99). *H. Bronnley and Company Ltd. Tel: 01-629 8711.*

Original Additions' two new products mentioned in **Counterpoints** last week (French Manicure and Silk Wrap) will not be available until March. *Original Additions Ltd. Tel: 01-573 9907.*

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MAKES YOU MONEY



HAIR TODAY...

Shaving is an emotive subject. Experts cite sex and money as the major causes of domestic discord, but bathroom cabinets know better. Even the meekest man tends to bristle at the sight of yet another ruined razor, sacrificed in the cause of his wife's legs, and with 50 per cent of women regularly raiding their partners' shaving equipment, couples are at daggers — or razors — drawn. But, in the nick of time, there is some good news for Britain's divorce statistics in the shape of new and revitalised products for quick and easy depilation. Manufacturers hope these will tempt women away from their ill-gotten bathroom gains — leaving men to enjoy the technological advances that their manufacturers have been working on in the meantime.

Luckily for the shaving industry, designer stubble never really took off. The Bob Geldof look was fine for rock stars, rebels and the odd advertising agency, but never seemed likely to cut much ice with the man in the street. Nor was it popular with women — a Wilkinson Sword survey revealed that 70 per cent of women preferred clean-shaven men.

In fact at the moment only 10 per cent of men do not shave, giving manufacturers of shaving equipment a captive market of around 20 million men. Because there is little leeway for increasing the number of men who shave or the frequency with which they do so, manufacturers in both wet and dry sectors are concentrating more and more on expanding the market in value terms, with more sophisticated and attractive products, and competition is intense.

The market in this country is split around two to one in favour of wet shaving, in contrast to the situation in America and most of Europe, where the proportions are roughly equal. Among young British shavers the division is half and half, but men tend to turn to wet shaving as their beards toughen. Once they make that switch it appears to be difficult for the dry shaving sector to get them back, so electric shaver manufacturers are now concentrating on retaining the younger users. Market leaders Philips and Braun have both brought out shavers especially aimed at the young — the Tracer and the Linear, both with the emphasis on style and design.

Young users the key

Braun point out that the shaving method a man first tries, if it is effective, may well be what he uses for the rest of his life. Unfortunately, say Braun, many first time shavers "experience a disappointing initiation with dad's old battery shaver". Product manager Lyndon Evans says the company is aiming to give young shavers high performance and attractive design, preparing the way for sales of more sophisticated models when the user buys again. Consequently 1987 has also seen the launch of the 2505 Universal and the 2005, mid-priced shavers — designed to form a bridge between the youth appeal of the Linear and the premium price of the 3000 series. Philips, too, have launched four new rechargeable models, for the top end of the market, as well as four new Tracers this year.

Current growth seems largely due to these efforts to upgrade products. Not only is

The male market: taking it on the chin

the market supporting higher prices by offering more features, but, according to a Retail Business report, this more sophisticated technology is creating a shorter replacement cycle. Fifteen years ago the life of a man's shaver was around 8-10 years, reflecting the fact that the majority would have been fairly simple and, according to the report, therefore dependable mains models. With ever more advanced products appearing on the market, the report says consumers may be encouraged to replace their old machines before they reach the end of their life, because they are attracted by newer models with added features. The report also suggests that improved performance in electric shavers improves the first-time user's perception of dry shavers, and then offers them improved performance and styling on products to which they can trade up.

The report also highlights the growing use of rechargeables, which it says contributes to a shorter replacement cycle because they make use of nickel/cadmium batteries, which have a limited life: when the battery runs out, the consumer may well decide to buy a new shaver instead of a new battery, with his decision reinforced by the need to replace foils or rotary heads, and encouraged by new models on the market.

Currently rechargeables take a 35 per cent share of the market, with their previous rapid growth now levelling out. Mains models still have the largest share with 40 per cent, but battery appliances are showing good growth and now account for around 27 per cent of the market (figures from Philips). Philips say battery models are most often seen as "travel" or "top-up" shavers and may be used by those who normally wet shave, as well as by dry shavers as a spare model for holidays or to keep in the car, briefcase or desk.

In terms of distribution, chemists have only a small share of the market, with less than 10 per cent: Boots on the other hand take the second largest share with around 23 per cent, beaten only by electrical chains with 25 per cent. Braun's Lyndon Evans offers some tips

on making more of electric shaver business: "Chemists are always busy places, and there is great potential for converting consumer traffic into custom. Firstly shavers will benefit from even a small amount of window space. Then, crucially, the customer has to be guided towards the correct purchase. Men's shavers are largely bought as gift purchases by women, and in the £20-£30 range she may have a choice of some six to eight models. By checking the partner's lifestyle — does he travel extensively or is most of his shaving done at home — the retailer and the consumer can be sure that the right shaver is sold."

The chemist's share is even lower in the wet shaving market, at around 8 per cent, according to a Mintel report. Grocery multiples take the largest share with 34 per cent, followed by Boots with 20 and drugstores with 18.

Here, too, manufacturers are responding to an essentially static market by introducing new technology: Gillette have added Lubrastrip to their twin blade razors: Bic introduced the sensitive skin razor, while Wilkinson Sword made an attempt to stand out from the crowd with the jade green Twin Fixed and Twin Swivel.

High brand loyalty

Brand loyalty is high in this market. Gillette's brand manager Simon Smithers comments that although women actually buy a large proportion of razors sold, because they tend to be the ones doing the family shopping, men will actually specify the brand they want — quite a rare thing in the male consumer. Consequently the top three manufacturers, Gillette, Wilkinson Sword and Bic, spend heavily on advertising, largely on television.

These three manufacturers dominate the market, while less than 5 per cent is accounted for by smaller companies such as Schick and Personna, and own brands, mainly Boots.

New to the market this year are Sterling Four Blades, a company based in India but exporting all over the world. They produce the Super-max brand which includes systems and disposable razors, and double-edged blades.

Marketing manager Mr Taylor says they aim to make use of mass-production facilities, giving low overheads and allowing them to beat the top companies on price, while offering similar quality and keeping up with technological advances. The company is currently building up distribution and

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Veet is Europe's leading depilatory brand
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**Now you can profit
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Striking, modern
designs.



NEW
2 Fragrances:
Delicate Floral
Fresh Lemon

NEW
Better value-for-
money sizes
75ml and 150ml



Don't Miss the Summer Season!



Super-max, a new range from India.

appointing a sales force, and say they see chemists as the key to success. They are also working on display material which should be available soon, and are considering television advertising once distribution is thoroughly established.

Although the market as a whole is fairly static, there are changes within, in the proportion of sales going to the three sectors: double edged, disposable and systems. The traditional double edged razor has been in decline throughout the 1980s, despite very strong loyalty among its users. The reason behind the decline is that double edge users tend to be very much the older man — and quite simply, the users are dying off. The sector now accounts for just under £7m at retail, giving it a 9 per cent share of the wet shave market.

Disposables are the sector showing most growth as present, and have been for some time. This has caused some concern in the industry, because disposables offer little profit compared to systems — with 65 per cent of the market in volume terms, they still represent considerably less than 50 per cent by value. However, the signs are that their growth is now levelling out, and systems razors are showing increases — slight in volume terms, higher in value. Again this appears to be a result of manufacturers pushing quality and technology, say Gillette's brand manager Simon Smithers: "It's the only way forward for this market, the only way it can grow."

The female market showing a leg

Depilatories have never been the most glamorous of women's beauty products. Chemical hair removers have traditionally been thought of as messy and smelly — and many were; waxing was virtually unknown until fairly recently; furtive use of one's husband's razor and shaving soap is hardly a pampering experience; and the ladies electric shaver market has lagged behind the men's in terms of technology. Over the past year or so manufacturers have been trying to change all this, and though the majority of women do still rely on somebody else's razor, more convenient and pleasant products, greater awareness of health and beauty and a more active lifestyle mean that women are beginning to switch on to more feminine methods of hair removal.

Waxing is the fastest growing method, with sales rising at 45 per cent. The products available comprise cold wax, usually in strips, by far the most popular, and hot, either as top-of-the-range electrical appliances for melting and applying the wax, or more simple kits containing wax to be melted in a saucepan or metal tray and applied with a spatula. Though painful, especially at first, waxing offers slow regrowth (around two weeks with cold, up to 12 weeks with hot) and also weakens the hair, so regrowth is finer.

As waxing is one of the most popular beauty treatments in salons, it seems likely that some of the retail trade has come from this area. Syndicated Data Consultants' Imogen Matthews comments: "Lots and lots of women are having their legs waxed at salons, but it is expensive. So when they find that they can buy the products in shops, and much more cheaply, they do so. There may

well be salon recommendation involved as well." And there is the growing number of young consumers coming into the market, who are willing to experiment with different products — according to research by Beauty Basics, girls as young as 12 years old want products to remove unwanted hair.

Chemical depilatories, while an important sector, are showing less growth than waxes. This may be because the consumer has not yet caught up with the advances made by manufacturers, leaving the category still suffering from the image created by earlier products — messy, slow, and most of all, evil-smelling. Today's chemical depilatories feature pretty, fashionable packaging, work much quicker, and are usually fragranced to mask the smell that gave them such a bad name: Reckitt and Colman's relaunched Veet, for example, is pushing its French fragrance as an important selling point. Several manufacturers have also introduced more convenient presentations: mousses, sprays, roll-ons and pump dispensers, which would seem ideally placed to pick up on the trend for easy-to-use packs taken up so avidly by toothpaste companies. However SDC figures suggest that on the whole these presentations are not performing as well in the market as the traditional creams.

In line with growing interest in skin care many ranges now offer moisturising ingredients in the depilatory itself, and often an after-care product as well.

Growth potential

Shaving is still by far the most popular method. The market for lady's electric shavers is still very small at around £12m, and like male shavers, is dominated by Philips and Braun. The Economist Intelligence Unit's Retail Business report suggests that there is potential for growth here, especially as the products available tend to be fairly unsophisticated — which, as it points out, is unusual in products for the female beauty care market. At least one new lady shaver product is due for launch this year.

Wet shaving in the female market has seen some changes, in the form of increased emphasis on skin care and presentation. Several companies, notably Scholl with Smooth Touch, The American Beauty Bar with Hers, Jerome Russell, and Beauty Basics, have launched shaving foams especially for women, with stylish packs and moisturising properties. In this area, too, the aftercare lotions have been an important addition. Bic this year added to the relatively small number of shavers designed for women, but given that these tend to be slightly more

expensive than the male versions, and appear to be the same in all but colour, it is not surprising that many women still buy or use razors designed for men. Men's razor manufacturers say women only buy the single blade type because twin blades get clogged if used on fine body hair.

A new category was introduced this year with launch of Epilady, an electrical appliance which plucks out hairs. Like waxing, it offers slow regrowth and weaker hairs, but is quite painful. The product has been very well received by the women's Press — there is probably no magazine that has not mentioned it this year.

Another interesting development has been the introduction of ranges offering different methods of depilation. As well as attracting the consumer's eye because they take up a substantial section of shelf space, the ranges are designed to link sell products for use on different areas of the body, the theory being that if a consumer finds a wax she likes using on her legs, she may look to the same range for a cream depilatory or shaving foam for underarms. Co-ordinated ranges tend to include after-care creams.

Latest in this line is Beauty Basics' Legs 'N' Action range, aimed at the first-time user. Before launching the products, the company researched young people's attitudes to depilation, and found that there was very low awareness of the different methods, shaving being the only kind most of them knew about.

The company found that girls as young as 12 were starting to think about hair removal. Says Julie Burgess: "This is the age when the lads at school start to tease them, and they get embarrassed". Perhaps because of this, the research showed that depilation was almost a taboo subject — not something that the girls talked about very much. Most of the information they had came from magazines: Julie Burgess says they found that the girls tended not to get much help from their mothers, because most women in that age group either didn't bother with hair removal, or had moved on to expensive salon waxing.

Beauty Basics responded with a range designed to make depilatories more "trendy" and more of a beauty product, a rationale that also seems to be behind the glossy packaging, skincare claims and lavish scents now almost universal among the big names in the market. Manufacturers are certainly making strenuous efforts to update their products, and with more receptive consumers tumbling out of their cradles any day now, it could be that tomorrow's husbands and boyfriends might just get to keep their razors to themselves, bringing happiness to the industry and the Marriage Guidance Council alike.

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by
Personna

THE REVOLUTION IN LADIES SHAVING



Flicker by Personna is a unique 5 blade ladies razor. Use a blade, then simply flick on to the next. Honed with Personna precision, Flicker gives a really smooth result without any dragging or nicking. Which means more contented customers and more repeat purchases.

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Position

Company

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Tel No

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Flicker by **Personna**

DEPILATORIES



Scholl's Smooth Touch for legs.

Oris Beauty Products will be advertising their Epilady electric depilator in the women's Press this year.

Biro Bic will continue to advertise their razors on television and on sports field perimeters, following on from last year's £1m campaign.

Braun plan two new product launches for 1988, one of which will be in the lady shaver market. The company also promise heavy-weight television and Press advertising in all sectors of the shaver market during the Autumn, and extensive PR. In terms of promotions, the company prefer to work on a "tailor-made" basis, making use of promotional opportunities with individual retailers or areas.

Remington are launching a new addition to the Ultimate range, the rechargeable Ultimate 9. The company will be launching further new products during 1988.

Philips are promoting their men's shaver range with a free cassette offer for Spring. Three C90 cassettes will be given with the Philishave HS950 and HS8000, with three C60 tapes free with the HP1722, HP1615, HP1604 and the HB250B Tracer. The promotion will be backed by national Press advertising during March and April, and POS is available. Promotional plans for the company's Ladyshave range include national and women's and home interest Press advertising, consumer promotions and new product launches.

Scholl are promoting their Smooth Touch range with sampling in women's magazines offering 15ml trial size tubes. Other promotions include a free Bic Lady Shave razor for the Spring, and cross-promotions with other Scholl products.

Addis will be producing new gift sets of their Culmak shaving brushes for Christmas 1988.

Pifco Salton say they are increasing their advertising activity for 1988, with Carmen Waxworks particularly featured.

Jica Beauty Products will be advertising their Sessu depilatory wax in the women's Press during 1988, with the spend increased by 25 per cent on last year.

Reckitt and Colman are relaunching their Veet depilatory, with new fragrances and new packaging. Sizes are increasing to 75ml and 150ml. The company says the new fragrances, lemon and floral, are made in France, and packaging highlights the French influence. Television support for the brand is planned for the Summer.

Personna's Flicker lady's razor will be promoted via a covermount on *Hair and Beauty* magazine this Spring. And the company has just added a lubricating strip to its men's twin blade cartridges.

Vichy are running a Spring promotion on their hair remover cream, offering 150ml for the price of 75ml.

Gillette are currently backing Contour razors with a £1.2m national television campaign, running until the end of this month.



AUSTRALIAN NOTEBOOK



End of term report

Australia is experiencing upheaval in its higher education. And, as Professor Robert Parfitt and his wife Judith describe, not even schools of medicine which are 'normally immune from this sort of buffeting' will escape scrutiny.

Higher education in Australia is experiencing the sort of trauma familiar to those academics who moved through the British university cuts of the early 1980s. Next year universities are on one-year funding with the triennium due to start again in 1989. Relevance, whatever that might be, is the clarion call and research is to be better directed, presumably by the new superdepartment of Employment, Education and Training.

Medical education, normally sheltered from this sort of buffeting, is being exposed to particular scrutiny and public comment. A few months ago the Health Minister set up a review committee to examine all aspects of the teaching of medicine in universities. One committee member has commented publicly on the misdirection of precious intellectual resources by the very high admission scores required to enter medicine. The point being, not that medical practitioners do not need to be high achievers, but that the perceived level of rewards to medical graduates leaves lesser qualified students to enter less popular areas, like engineering, that are vital to Australia's ailing economy.

Other comment has been made on the thinness of the medical pharmacology syllabus. A shining new medical graduate will spend considerable time prescribing medicines and yet knows so little about them. Whereas pharmacy students study pharmacology for a third of their total degree time, medical students merely glimpse it. Whether the review will overcome resistance, and remedy this deficiency is doubtful.

The *Medical Journal of Australia* recently published a study on the prescribing habits of GPs, particularly regarding the information they impart to patients about one class of products — antibiotics. To pharmacists it will hardly be a great surprise to learn that less than half the patients, out of 380, were told what dose to take, when and for how long! Less than half were given the name of the medicine and only about 10 per cent were warned of possible side-effects and contraindications.

Comment in the news media has also focussed on the sale of potentially dangerous medicines such as aspirin and paracetamol in grocers and supermarkets. Concern is growing that these are not normal commodities of commerce and require the benefit of

professional control. The counter argument, that in many pharmacies supervision of analgesic sales is at best casual, is hard to deflect. Professional advice, however, is available for the asking in a pharmacy, and pharmacists, unlike GPs, do not ask a \$30 fee every time they open their mouths.

New anticancer prospect

Almost daily, reports appear of startling new discoveries in the fight against cancer and AIDS. When the reports appear in a newspaper many members of an unsuspecting public assume that the "cure" is available at their local pharmacy. Sceptics on the other hand, try to establish whether the frontiers of medical research have been nudged back a shade or whether a researcher short of funds is setting up the next research grant.

At the Australian National University (ANU) recently, a genuine discovery appears to have been made. A well-known class of naturally-occurring compounds — sulphated polysaccharides — was reported to have oncolytic properties.

The ANU team demonstrated that these polymers play an important role in intercellular adhesion and some of them inhibit the metastasising of cancers. Clearly, confirmation of this would identify sulphated polysaccharides as a new class of antitumour agents. However, there is a long path from laboratory to product and most "breakthroughs" fall by the wayside.

'Channelling'

This curious headline appeared in a recent newsletter from the Pharmaceutical Council of Western Australia. Apparently, pharmacists have been keeping the business cards of GPs for handing out to customers. Patients in Australia can attend any medical practitioner they like, so presumably pharmacists were expecting a *quid pro quo* in the form of prescription business. The Council has asked this minority of renegades to desist.

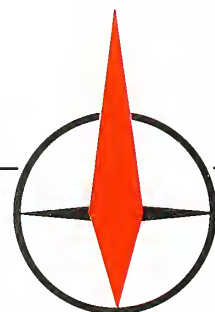
Professor Robert Parfitt is deputy vice chancellor (research) at the University of Western Australia in Perth. Judith Parfitt is a hospital pharmacist.

UNICHEM SHARE DEAL

**Pharmacists are
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Moving from drugs to divinity

Few people can claim to be qualified in the knowledge of both practical and spiritual healing, but one such person is the Rev David Ashworth of Cheshire. After obtaining a pharmacy degree at Nottingham University and doing his year's "probation" in Lancashire David changed track and went into the Church.

Some may consider life in St Peter's Vicarage in the comfortable rock broker belt of Hale to be an easy option compared with the busy life of a pharmacist, but David knows better. "The standard of living here is very high so people have high expectations of life and the Church. They demand more and it's sometimes difficult to stay on top."

His diary is packed with commitments ranging from chairing meetings of the Deanery Synod to carting minibus loads of children from deprived backgrounds up to the Lake District for holiday. Recalling one such incident, he says: "It was a great responsibility but enormously rewarding. Some of them had never seen a live cow or sheep before. One little girl asked whether there would be any parks. How do you explain the concept of a National park to someone who's seen so little?"

The community is a caring one. It is raising money to help its sister parish in Salford. Over the next three years it is committed to raising £10,000 for people in Birkenhead through donations, bazaars and fund raising activities.

David finds the Northern town warm and friendly. "It is sometimes a bit of a squeeze living in an area where nearly everyone else is on a higher salary, but the parishioners have looked after us very well. They've been very kind."

He has been living in Hale for nine years with his wife Sheenah and children Rebecca (16), Simon (14) and Philip (2). The older children attend the local schools and orchestra. David sings with them in the church choir when he has time.

But what about his decision to leave pharmacy? "Sometimes when I go to visit people in a hospital I get a little niggles that this is what I could be doing," he admits, "but it's good to have a different side of life and it's given me confidence when dealing with patients with a medical problem. I also like the fact that I now I could go back to it if I wanted."

He feels at home in a hospital and can often set parishioners' minds at rest when he visits them and is shown a box of pills. He can reassure them about contents and dosage.

In sermons David sometimes talks about healing as being the

dual result of God and the doctors. "The spiritual element has come to be respected more in the last 20 years," he says. "If a person is spiritually at peace he is more likely to recover than someone receiving the same treatment but with a tortured mind."

Experience has taught him to cope with some embarrassing situations. In his early days as a curate David recalls an incident when he had been working too hard and spending long hours visiting. "I went to see an old lady. The room was very dark and the log fire was roaring. She talked for hours and I could feel myself nodding off. Eventually I was woken with a jolt. 'Eeeeh, Curate! You must be tired. I can see you've fallen asleep!'"

Medical knowledge has helped him deal with issues such as AIDS which have recently involved the Church. "My training has helped me to deal confidently and knowledgeably with the problem." He has been able to explain matters to fellow clergy who have had misguided views. For instance it was held that the combination of alcohol and the silver in the communion chalice would render it safe from bacteria. David could explain that the Church could not hide behind this idea.

What about returning to pharmacy? David has done some locum work while he's been a vicar, to help pay for family holidays, and maintains an interest in medicine in his reading. "I think things are better now than when I was training. There seems to be a fashion for pharmacists to spend more time on the wards. That's what we were always asking for. It seems far more sensible to me that the people who have had the most training in drugs should be there to help and advise the doctors."

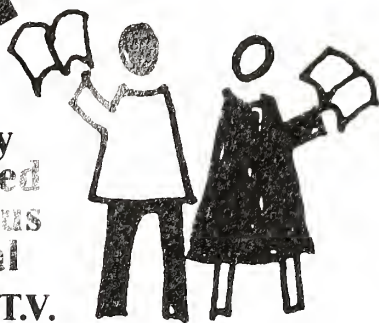
However, David finds the Church a challenge enough in itself. Now the Rural Dean of Boden, he has responsibility for 18 parishes, numerous social organisations and 800 families on his parish lists. All this leaves little time for private interests but David and Sheenah enjoy the cultural life of Manchester, going to the theatre and concerts when they can.

But even as he thinks about leisure the telephone is ringing again. More fund raising, more meetings. A vicar's work is never done...

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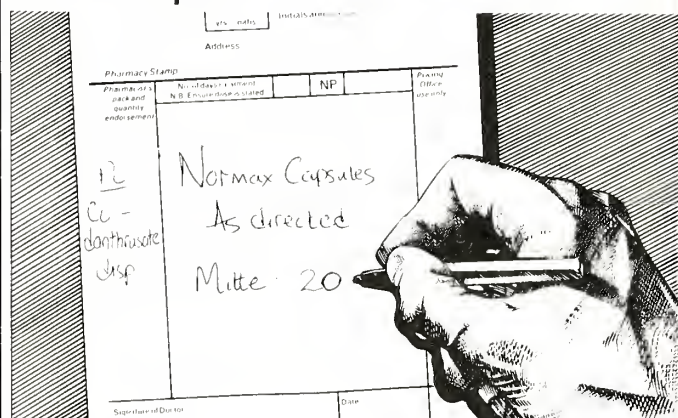
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**The Pharmaceutical
Services Negotiating
Committee considers a
prescription for Normax
capsules. The pharmacist
has dispensed 30 capsules
and endorsed the form
indicating as much, but will
he be paid?**

Q&A



QUESTIONS

1. Would the prescription be passed for payment?
2. Would the endorsement of PC and the approved generic name be acceptable?
3. What should the pharmacist do in order for the prescription to be acceptable for pricing?

ANSWERS

1. No. It would be stamped "disallowed" and returned to the pharmacy. Normax is on the Black List.
2. No. Although Co-danthrusate is the approved name for Normax capsules, the endorsement of PC (prescriber contacted) does not permit the change of name from a Black Listed proprietary to the approved generic name. The PC notation can only be used over the confirmation of strengths and quantities on incomplete prescriptions.
3. The pharmacist should request another prescription written in the correct form and signed by the prescriber. Needless to say, this is difficult to explain to the patient!



Lofthouse of Fleetwood's latest delivery van sports spoked wheels, brass headlights and LOF 295 number plates. The 1920's replica is already making deliveries in Lancashire, Yorkshire and the Lake District. Lofthouse also intend to use it for professional activities throughout the UK.

IMPORTANT ANNOUNCEMENT

When you receive a prescription for hepatitis B vaccine, you can dispense either 'Engerix B', the new genetically engineered vaccine from Smith Kline & French Laboratories Limited, or the older plasma-derived vaccine.

'Engerix B' is produced in yeast cells and has a high level of purity. It does not rely on hepatitis B carrier donor blood for its production.

The introduction of 'Engerix B' has resulted in the cost of hepatitis B vaccination being reduced by half.

So choose to dispense 'Engerix B' when hepatitis B vaccine is prescribed generically. It is available from your wholesalers at £31.50 for the 3-dose pack.

ENGRIX B
GENETICALLY ENGINEERED HEPATITIS B VACCINE (RBY)

A NEW GENERATION OF PROTECTION

'ENGRIX B' hepatitis B vaccine (rby)

PRESCRIBING INFORMATION Presentation. Each 1 ml dose of 'Engerix B', PL0002/0160, contains 20 micrograms of hepatitis B surface antigen protein.

Pack of 3 vials, each containing 20 micrograms, £31.50; pack of 10 vials, £105.00

Uses. Active immunization against infections caused by hepatitis B virus.

Dosage and administration. For intramuscular use only. To be shaken well before use. Three doses should be given, the second one month and the third six months after the initial dose. For more rapid immunization the third dose can be given two months after the initial dose. For more rapid immunization the third dose can be given two months after the initial dose with a booster at 12 months.

Adults and children aged 3 years and over. 20 micrograms (1 ml) given intramuscularly in the deltoid region or the antero-lateral aspect of the thigh.

Contra-indications. Hypersensitivity to any component of the vaccine. Severe febrile infections.

Precautions. Response may be impaired in renal dialysis patients or those who are immunocompromised. Adrenaline 1:1000 should be available in case of anaphylaxis. Use in pregnancy see Data Sheet.

Adverse reactions. Mild transient local soreness, erythema and induration at the injection site. Occasionally low grade fever, malaise, fatigue, headache, nausea and dizziness.

Legal category. POM.

17 6 87

SK&F

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A SMITHKLINE BECKMAN COMPANY
Welwyn Garden City, Hertfordshire AL7 1EY

Hungarian holiday

Community pharmacist **Barrie McCormick** recently visited Hungary and was able to see at first hand how pharmacy is practised there. He contrasts his impressions of "Eastern Bloc" pharmacy with the way things are done in Britain.

Despite the political ideologies separating the governments of Hungary and England, pharmacy is conducted along broadly similar lines in both countries. During a recent stay in Hungary I was warmly welcomed at two pharmacies where my non-pharmacist friends arranged introductions. I also made a brief visit to a hospital and was favourably impressed with its modern design, facilities and organisation.

In the north of Hungary is the modern new town of Kazincbarcika in an area of coal mines and large industrial enterprises. Here I visited one of the town's pharmacies — it had a staff of eighteen, including five pharmacists. All except the manager were female.

Later, in Budapest, I enjoyed an equally interesting visit to one of the capital's busiest pharmacies. Both pharmacies I saw are open seven days a week, all year round and the one in Budapest provides a 24 hour service. Not surprisingly, the staff totalled 45, of whom ten are pharmacists and ten are qualified dispensing technicians. Daily prescription totals were more than 2,000 in each.

Working conditions are excellent with spacious, brightly lit, well-planned dispensaries organised on a suitable work-flow pattern. However, original pack items are dispensed at the pharmacy shop counter.

Professional atmosphere

The immediate impression on entering a Hungarian pharmacy is the uncluttered appearance and orderly professional atmosphere. Pharmacies in Hungary do not sell cosmetics, electrical goods, gift cards, photographic items or herbal remedies.

Without the need to sell non-medical items, Hungarian pharmacists can devote their full attention to the practice of pharmacy. There are separate qualifying examinations for pharmacists and pharmacy technicians. But pharmacists are required to complete a refresher course every five years.

I was interested to learn that the majority of pharmacists today are females. In socialist countries married women are expected to return to full-time work once their children reach kindergarten/school age. Consequently Hungarian women pursue a career in pharmacy as actively as their male colleagues.

Another difference relates to pharmacy management. A pharmacist with less than ten years postgraduate experience is unlikely to be considered for a management position.

In Hungary the Ministry of Health supervises the provision by local councils of public health services, medical supplies and a network of other social services. These elected bodies have direct responsibility for developing and providing health services in their district. Forward planning, based on accurate statistical forecasts of population development and public health needs, allows council public health departments to decide where and when to establish new pharmacies, hospitals or medical centres. Pharmacies are large and planned to serve a wide population



Window of a 19th century Hungarian pharmacy

area.

Hospital patients receive free medicines and treatment. Hospital pharmacies dispense prescriptions only for in-patients. Out-patient prescriptions must be dispensed at a community pharmacy where, apart from certain exemptions, all patients pay a proportion of the drug cost. This varies, but is roughly 10 per cent. The price charged is set by the government and printed on the drug package.

Interestingly, hospitals do not provide patients with crutches or walking sticks when they are discharged. These are obtained at nominal cost from a community pharmacy.

In most instances medicines are limited to one or two weeks supply. However, for some specific chronic conditions patients are exempt from payment and may obtain more.

Original pack dispensing is the norm. Almost all pack sizes are based on metrication — not specified dose periods. The official approved dosage is printed on each drug carton or package insert and doctors are expected to follow that regimen. Therefore, other than for extemporaneous medicines, labels are unnecessary. Original packs are handed to the patient by a pharmacist as soon as the prescription is presented. This follows

a similar pattern to other European countries.

It is estimated that roughly 10 per cent of prescriptions require compounding. This includes sterile solutions, eye drops and suppositories. To my surprise and great interest I saw a pharmacist make pills in the time honoured fashion for a special prescription.

Bandages and wound dressings are expensive and, with few exceptions, patients pay the full cost.

Drug dependence appears to be a limited problem in Hungary. However, pharmacists and doctors realise the need to counsel patients receiving certain drugs which may be abused. There is no repeat prescription system so for particular medicines the patient must return to the doctor for additional supplies. However, a wide range of drugs can be bought over the counter on presentation of the original prescription form which is normally returned to the patient.

Monthly stock review

Stock control is very important as each pharmacy receives stock at fortnightly intervals only. Unusual or urgent items may, however, be obtained when required. Each district, town or city has a central warehouse which supplies all items required by the pharmacies in the town and pharmacies undertake a complete stock review monthly.

A wide range of medicines in up-to-date package forms is manufactured by the two State-owned pharmaceutical companies. Most other drugs are imported from Eastern Bloc countries. A limited number of pharmaceuticals come from Western Europe or are made under licence.

Pharmacies also keep a number of special emergency packs containing dressings, drugs and medical equipment. "For use in the event of war", said one pharmacist with a wry smile. This wasn't Eastern Bloc rhetoric, but common sense recognition of the important part pharmacists and pharmacy can play in civil defence or civilian emergencies.

Interestingly, although pharmacies receive official inspections, no test prescriptions are taken. A pharmacist's integrity and competence, in conjunction with appropriate supervisory systems, are unquestioned. Inspectors ensure pharmacies maintain required professional standards in appearance, operation and management.

Computers have yet to appear in Hungarian pharmacies. The country's present economic difficulties will probably further delay their introduction and use for accounting and stock control. However, computers are being used in hospitals for a wide variety of diagnostic and research purposes.

With 20th century original pack dispensing, trained dispensing technicians, professional services and expertise in pharmaceuticals, our Hungarian colleagues are fulfilling their role as pharmacists while too often we in Britain continue to be "pill counters".

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Buchanan & Campbell, Glasgow

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Mr M. Katton
Kalmak, Landon SE1

"In numerous refits over the years, I can say this is undoubtedly the most exciting development we have undertaken. I can find no praise high enough to describe the attention given to every detail of the job by the company representative, which enabled this refit to be completed so successfully and with such an immediate and dramatic increase in business".

Mr G. Shepherd,
G. M. Shepherd Ltd, Ellan

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New NI rates

From April 6 the following social security contribution rates take effect:

1. For the self-employed, the flat rate Class 2 contribution is to be raised to £4.05 per week. Although the rate of Class 4 contributions remains the same, it will be levied on profits where these range from £4,750 to £15,860;

2. The standard rate of Class 1 contribution for employers of 10.45 per cent and of 9 per cent for employees will not be raised. However, the lower earnings limit is to be raised from £39 to £41 per week. This has implications also for both Statutory Sick Pay and Statutory Maternity pay. The upper earnings limit on which the percentages will be calculated is raised from £295 to £305 per week;

3. The reduced contribution rates for the lower paid will be as follows: earnings below £70 — employer and employee contribution — 5 per cent; earnings below £105 — employer and employee contribution — 7 per cent, and for earnings below £155 — employer — 9 per cent — employee — 7 per cent;

4. There are slight increases in the rates of contributions for those employees who are contracted out of the state earnings-related pension scheme but those not contracted out are likely to pay the same as before.

Details will, of course, be sent to all employers in the usual way in time for the changes to take effect from April 6.

Rate reform

Either by now or in the next few weeks, businesses will receive a form asking for information about their premises. The information is required by Inland Revenue to settle a new rating valuation on all non-domestic properties.

Businesses will be asked who occupies the property, what it is used for, the rent payable and details of any lease, agreement and sub-letting. At present the

rating valuation is based on 1973 rental values and it is intended to re-assess premises on 1988 values.

The rates on the new rateable values will be payable from April 1990 and businesses will be told of their new rateable value in December 1989. At the same time the Government will be announcing a standard national non-domestic rate per pound for England and Wales, which will be charged on the new rateable value. An explanatory leaflet with the Inland Revenue form will explain that, by law, the form has to be completed and returned within a specified period and failure to do so could result in penalties.

The total rates to be collected under the new system should not change but if a property can command a relative higher rate than it did in 1973 in comparison with other properties, it is likely to face a higher rate bill. If the increase is large, there will be

special transitional arrangements to help.

The same arrangements as now will apply to enable appeals against the new rateable value. First a proposal to reduce the rateable value can be made to the valuation officer and if there is a refusal, the matter can be referred to the local valuation court.

Pregnant employees

Women employees who become pregnant, no matter how long they have worked for a company are entitled to reasonable time off to fulfil ante-natal clinic or hospital or doctors appointments.

However, if an employee is dismissed because she is pregnant, she can only claim unfair dismissal if she has been employed for two years. The only

defence would be that she has become unable to do the job for which she was employed and that there is no other suitable alternative employment for her.

If she has had less than two years service, then whatever the circumstances, she would not be able to claim unfair dismissal. Nevertheless that employee may be able to lodge a claim under the Sex Discrimination Act and here, there is no minimum period of employment laid down.

In this case the claim would succeed if it could be shown that a man in a situation that would be comparable — eg absence due to sickness — would have been treated differently.

Business advice

Help and advice for small and medium sized businesses is available from many agencies, in particular, the Small Firms Service.

Among the major matters dealt with is a business counselling service where experienced businessmen give advice on money, premises and marketing.

There are also a number of government schemes intended to assist in business activities. One is the Loan Guarantee Scheme whereby banks are encouraged to make loans to businesses by the government guaranteeing 70 per cent of the money borrowed. The business pays some premium on the guaranteed portion of the loan. And there is the Business Expansion Scheme whereby investors are encouraged to put up money for the business in return for tax reliefs.

Information can be obtained by dialling 100 for "Freephone enterprise". Bank managers should have details of the Loan Guarantee Scheme and an accountant will be able to advise on the Business Expansion Scheme.

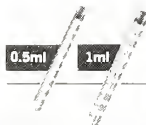
For small firms in rural areas, training, advice and help can be obtained from the Council for Small Industries in Rural Areas (COSIRA). In the first instance contact can be made at 141 Castle Street, Salisbury, Wilts SP1 3TP.

POINTS OF LAW



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Two and two making six

I note with interest the continued reaction towards long term prescriptions. You are well aware I have been arguing my corner since 1984 and aware of my "two in one pharmacy" designed to draw attention to that particular problem. It still exists. However, the second NHS contract has recently been relinquished, having justified its existence. The new contract does, at least, admit to the principle of unfairness inherent in long term prescribing that prevailed previously. Why this amendment should not have been carried out before is beyond belief!

Colleagues may have discovered that this new cash equation agreed by the Pharmaceutical Services Negotiating Committee does not equate! I might add that the non-disclosure of the additional fee on the FP34 is iniquitous!

To make matters worse, the PSNC was forced to agree to the idea that as more doctors prescribe greater amounts (ignorantly claiming to save the NHS the pharmacists' fees) the "threshold number" will rise and the "additional fee" will be eroded! Wonderful!

"The cash equation agreed by PSNC does not add up"

This "additional fee" has to be adjusted to the realistic value of at least 67p to enable disadvantaged contractors to be equally rewarded. In addition the threshold number must be fixed according to theoretical use and not averaged. Different computations cannot affect the global sum. As I understand it the DHSS insisted on this arrangement. Can I ask why? And who or what are they afraid of?

I suggest that if the PSNC insisted that the DHSS should discuss the contract with *practical bankers*, as opposed to theoretical accountants, this amendment proposal would be self evident. This could also apply for other points of argument.

I would go further and suggest that there should be an extra additional fee for three months supply. This would have the added benefit of making some doctors think twice. In addition the DHSS would automatically have the proof to approach practices to justify their prescribing. (Dare I say it could be funded from the doctors' global sum!)

Inequality and inequity still

exist. I will continue to argue the case. The principle has been accepted, all that is required now is for the pounds, shillings and pence mathematics to be corrected.

Michael Reynolds
Highcliffe, Dorset

Antique POS gear wanted

Where have all the shop and window fittings gone? Not those magnificent refitting jobs described in glossy colour leaflets which arrive regularly — we were refitted fairly recently.

No, we need those useful shelf edge clips, price ticket holders, plastic bases with a camera retaining screw fitted for a tripod bush, or similar ones for flash guns, and those clips for building up glass shelves into a box or a pyramid.

A long time ago there was an assortment in a cardboard box — we bought our first one from Tommy Boyes who travelled for Thos Swales and Co of Leeds (he and they have long gone). In recent times I have written to the shopfitting firms who advertise in *C&D* and none can help. Not even those handy little glass stands to support an oval shelf to lift the level of one bottle of perfume in the display.

Somewhere gathering dust may be some of those old assortment selection boxes? We cannot be the only firm whose old stock has been bent, broken or lost? Or maybe there's some "inventor" languishing in limbo who has been trying for years to find a market, having just re-invented them?

Help wanted at 14 Sinner Street, Whitby YO21 3AJ.

John Tindale
Whitby

Broken by 'broken bulk'?

With reference to your Q&A in *C&D* January 9, it might be appropriate to add a fifth question: "What action should be taken if a subsequent prescription of ten Naprosyn suppositories is received within six months?"

In my understanding of the "rules" governing this situation, unless a specific claim for the complete pack is made on subsequent occasions, payment

will only be authorised for five suppositories and thus the pharmacist will still stand to lose £1.50. So it is necessary to claim for the complete pack on every subsequent prescription. I would be very interested to discover whether the six month rule still applies to the date of the initial claim, or is extended with each subsequent prescription.

I can think of several expensive products where the subscriber initially orders only part of an original pack, but subsequent monthly or bi-monthly orders are for complete packs — one slip in claiming and the initial "broken bulk" claim is lost.

David Brabner
Taunton

Unwanted stock wanted

I would like to use your columns to ask if any readers have unwanted stocks of Slow-Sodium or Rautrax tablets with which they would be prepared to supply me, to continue a patient's long term therapy. Please contact me at H.I. Weldrick Ltd, 57 Bridge Street, Worksop, Notts S80 1DG (tel: 0909 472027).

S.J. Davis (Miss)
Worksop

Cetiprin clarified

I am writing to clarify the situation with regard to the discontinuation of Cetiprin. Kabivitrum Ltd have decided not to proceed with an application for a renewed licence. The existing product licence of right will be withdrawn with effect from May 31, 1988.

This means all prescriptions dispensed up until that date should be reimbursed in the usual way. *Prescription Specialities* January 16 referred to the end of January as the discontinuation date. In fact, this is the likely date for stocks to become exhausted. Inevitably, however, there will be supplies of Cetiprin available locally, and clinicians are likely to continue prescribing this product, in spite of being notified we are withdrawing it from the market at the end of January.

R.V. Wood
Marketing manager,
pharmaceutical Division
Kabivitrum Ltd

QED...?

The BBC's QED programme on the effects of vitamins on schoolchildren certainly made our telephone lines busy, and we hope that we were able to provide answers to all the pharmacists who contacted us. However, if copies of our research papers are still required by those who could not get through, we will be happy to oblige.

As many pharmacists will know, Pharmaton capsules have been the subject of a 25 year international research programme, and QED's findings confirm many of the results achieved by our researchers. We should point out that most of Pharmaton's research has involved slightly older age groups, but the underlying factor from clinical studies is that the Pharmaton formula of vitamins, minerals, trace elements and standardised ginseng extract G115 showed that the concentration and motivation in many trial subjects improved.

Harsh observations in last week's *Comment*

Encouraging results were also achieved from a new trial in Holland where researchers reported an improvement in sleeping patterns among a group of elderly subjects.

In Sweden, researchers at the Karolinski Institute reported that a group of telephone engineers showed improved stamina and concentration during a six month double blind crossover study.

Finally, we hope to announce shortly the effects of Pharmaton capsules on the performance of untrained middle-aged joggers who have been taking part in a controlled test in the South of England.

Turning to your *Comment* last week: "a media inspired windfall" and "cynical exploitation of consumer gullibility" were harsh observations and merit challenge.

While accepting that your editorial tried to strike a balance between principle and the real commercial world, it perhaps overlooked some important factors. Consumer gullibility is surely tempered by the tight control of the advertising and promotional guidelines for multivitamin products?

The recent media coverage was, arguably, a balanced, serious attempt by a reputable programme to present facts before the public. It was far removed from the sensation-seeking headlines in the tabloids. The fact is that several companies, as you stated, have produced a considerable amount of clinical evidence to support the

case for multivitamins and health supplements.

The television coverage merely drew the public's attention to the growing evidence — and consumer reaction suggests that many are convinced by it (and the results of earlier trials from reputable sources).

After years of off-hand, smug pronouncements by some members of the medical profession, perhaps the tide is turning... and an increasing number of community pharmacists will now start to swim with it.

W.T. Draper

Information director, Pharmaton

On the trail of Dr Spolasco

I'm currently researching the life of an early 19th century druggist turned quack doctor called Baron Doctor Spolasco.

He lived between 179? and 1858, and I've spent nearly two years tracking his exploits through Ireland, Wales, England and America. I'm inviting anyone with information on him, or with any documentation on the registration of patent medicines for his most active period, 1835-1858, to contact me on 0792 50821 ext 2770.

Richard Porch
Cardiff

More than one way to survive

The claim Mr Jones makes (*C&D* January 23, p150) that the survival of independent pharmacy is dependent on Unichem cannot go unchallenged. Indeed, it does less than justice to the many comprehensive pharmaceutical distributors who have made the effective service and support of independent pharmacy one of their main business objectives.

There are a wide range of wholesaling services available and Unichem's claim that they have 22 per cent of the market shows that 78 per cent is being satisfactorily serviced by other companies. These services include discount schemes which in some cases are better than Unichem's, but in any case, the economics of wholesaling do not permit a great variation between one company and another.

The main difference is in innovation and service. For example, Vestric introduced computer systems in 1967; were the first company to offer an in-pharmacy computer system with patient records; are the only company with live order transmission to manufacturers through Pharmanet and, through Vantage, have developed a complete programme to support the independent pharmacy.

David Taylor

Managing director, Vestric Ltd

Share of value?

As a very recently appointed Unichem regional committee member it was my privilege and pleasure to attend the presentation of the share flotation package in London on January 20.

I went with some considerable misgivings, since as a long time member of the organisation as a shareholding customer I was convinced of the advantages of co-operation to the pharmacist member.

I was also alive to the fact that my AAH shares have, over the short time that I have held them, appreciated in value, while by their very nature my shares in Unichem can but stay at their face value.

The very full explanation of the reasons for coming to the market and the demonstration of the financial advantages gained by being a "plc", together with the chance to question at length members of the board and the executive dispelled my doubts. I am sure now that the membership should vote to become a public limited company.

It might also be wise for me to consider disposing of my shares in the above mentioned competitor, AAH.

Eric Giles
Worcester

U-turn on FP34s by Unichem

In *Postbag* last week (p183) Mr C.J. Brant raised the matter of our requiring evidence of commitment by our customers before approving applications from long term members to bring their

shareholdings up to the pre-November 1987 shareholding thresholds.

We believe it very important that the Board is seen to act with total impartiality in this matter, hence we requested FP34's to evidence members' commitment. We do, of course, treat this information in the strictest confidence.

While I am disappointed that any pharmacist should doubt our motives in seeking this data, I am advised that it would be acceptable for the Board to approve such share increases on sight of a simple certificate from the members' independent accountant or auditor. The text of this certificate is available from any Unichem branch general manager or from our company secretarial department in Chessington, and avoids any reference to specific prescription data.

This procedure will avoid any breach of confidentiality and resolve the worries of those few loyal Unichem members who have been concerned over this matter.

J.F. Harris

Finance director, Unichem Ltd

Mis-forecast?

Regarding the letter last week from Mr Walker of Unichem: Phillips & Drew have made no forecast in respect of Unichem's planned flotation, they have merely predicted a possible share price based solely on a forecast prepared by the Unichem directors.

As this forecast has not been published or made available to Unichem members for scrutiny, I leave pharmacists to judge if any reliance can be placed on the wholly speculative figure that is suggested.

R.C.H. Vizard

Finance director,
AAH Pharmaceuticals Ltd

No. of days by return NB: Enquiry date is stated	NP	1
Paracetamol 0.5g 10 x 100		
Pseudoephedrine + 125 gm		
Nyxlon oral suspension		
1 x 500 (1) 20		
Is this the latest exploitation of the placebo effect for topical purposes...?		

BUSINESS NEWS

Kodak stop Disc cameras

Eastman Kodak have stopped making Disc cameras at their factory in Rochester, USA, "to balance inventories".

It is not certain if production will stop for good. All the company says is that the halt is temporary and no staff are being laid off.

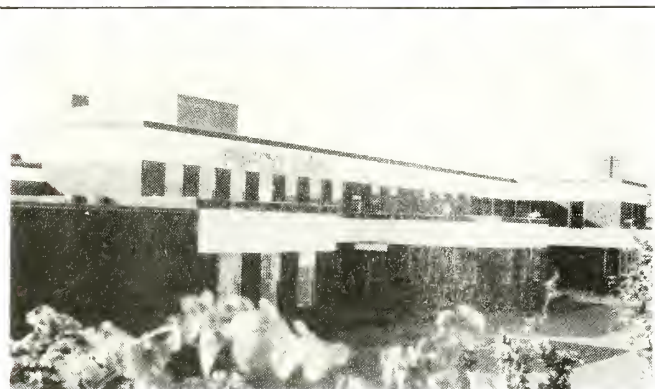
Since the Disc camera was launched in 1982 around 25 million have been made worldwide and some 3 million have been sold in the UK, of which Kodak claim the lion's share. If production were to cease completely Kodak estimate that there would probably be sufficient stock to satisfy demand until at least the end of this year. In any case the company is continuing to make Disc film.

Sales of Disc cameras have suffered somewhat over recent years particularly with the surge in popularity of 35mm compact cameras and the resurgence of the 110 format.

However, Disc cameras are made under licence by a number of companies other than Kodak and in the "fashion" sector at least still appear to be popular with consumers.

Keystone Camera's Rachel Dobbs told C&D that the Disc format is the best seller in their Le Clic range. In other ranges offered by Keystone, Disc cameras sell less well than other models, although that could be because more is spent on marketing the Le Clic cameras, Ms Dobbs said.

Travenol Laboratories Ltd are changing their name to Baxter Healthcare Ltd. The new name provides a single corporate identity following the merger of Travenol Laboratories with American Hospital Supply in 1985.



Pifco Salton Carmen now co-ordinate all UK production from this new manufacturing site in Birmingham. The move from their city premises was necessary to expand, says the company. The new factory will combine previously separated facilities for Pifco, Salton and Carmen products, the latter group taken over by the company last October. Financial assistance for the £1.5m investment came from Birmingham City Council's Economic Development Unit and the Department of Trade & Industry

Share look for bidder to speed expansion

There could be more moves in the drugstore sector this month, with news that Share are in discussions which could lead to an offer for all of their issued share capital.

The 145-store chain has a number of potential bidders, not all of them in the UK. Share's chairman Alan Prince told C&D this week, but he added it could be a few weeks before a decision is made. Any deal would have to gain his acceptance, along with that of non-executive director Sylvia Prince. Together they hold 66.3 per cent of the shares.

Superdrug and Medicare are the chain's chief competitors and the announcement follows Woolworth's £13m purchase of Tip Top which, once merged with their Superdrug chain, will give them nearly 450 outlets (C&D, January 23, p153). Mr Prince said the increasing strength of the competition did play a part in their

current plans.

"Size means strength," he said. "We have a very successful company and good expansion plans but we need to expand faster. We need a partner with a bit of financial muscle." He is looking for a bidder who can offer both the finance and the opportunity to convert more retail outlets into Shares stores.

Last year was one of expansion for the chain. In the year ending August 29, which saw a 23 per cent rise in pre-tax profits to £2.205m (C&D, November 21, p1058), they opened 40 stores. They also invested £4.4m on acquisition, retail improvement and a 35,000 sq ft expansion to their Nursling warehouse in Southampton.

On early news of the announcement shares rose 38p to 290p, valuing the company at £30.5m.

ICML turn to Blue Ridge

Independent Chemists Marketing Ltd have appointed Conssett-based Blue Ridge Care to make its Numark and Nusoft disposable nappies.

Blue Ridge Care chairman David Langston said that the product shipped to Numark wholesalers will be the current product line.

ICML managing director Trevor Dixon said the move came as a result of the company's normal review of the marketplace. "With Blue Ridge Care we have a well developed and modern company well abreast of new developments and well positioned to take advantage of further innovations."

He added that Blue Ridge would ensure a very efficient service "that will enable our wholesalers to carry less stock and turnover the product more frequently. "All in all, the deal is first class."

BOP closes

Baby Orthodontic Products (BOP UK) have been closed down by their German parent MAPA GmBh.

Last Autumn, BOP announced rationalisation of their Nuk range back to a core of products, including bottles, teats and soothers.

Countercall were appointed last year as distributors of the Nuk range to independent chemists and that arrangement will continue. Technical back-up will now be carried out by the Nuk Advisory Service, PO Box 294, High Wycombe, Bucks.

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For sale...

Hanson Industries in America is rumoured to be interested in buying Duracell.

Last weekend's *Sunday Times* says that according to "informed sources in New York" Hanson is one of the interested parties. Others include Eastman Kodak and Fuji Film, says the newspaper.

A spokesman for Hanson in the UK told *C&D* on Tuesday: "We never comment on what we may or may not be interested in."

Duracell was put up for sale on December 3 last year by American owners Dart & Kraft Inc. A spokesman for Duracell in the UK said that they will probably not know who their new owners will be until May.

Cannon disband retail sales force

Baby feeding and equipment manufacturers Cannon Babysafe have disbanded their five-man retail sales force. The company now plans to expand its service to wholesalers; it currently deals with over 20 nationwide, including Unichem and Vestric. As well as the Babysafe range Cannon also market the more Avent products.

Announcing the move, marketing director Stephen Wooller said that cost was the main factor. "Fundamentally, running a sales force is a very

expensive business. At the end of the day, as important as Babysafe and Avent are, we weren't getting big enough orders."

Mr Wooller says Cannon have had a good response from wholesalers, who, he says, are going to put more behind the company's products. "And we will continue to advertise our products, both to consumers and to the trade," he added.

Retail pharmacists will continue to receive mailings from the company.

Renamed...

Chester-based tissue product manufacturers Modo Consumer Products will, in future, be known as Holmen Hygiene Ltd. The name change follows the integration last year of the tissue production of the company's Swedish parent Mocho Domsjö with another leading Swedish firm Holmens Bruk AB.

The company says the production facilities at Chester and in Belgium and Scandinavia make them one of the top three tissue producers in Europe. "Our advanced technology and expert servicing for the private label buyer sees us ideally positioned for the years ahead," says the UK managing director John McLain.

COMING EVENTS

Monday, February 8

East Kent Branch, Pharmaceutical Society, Kent Postgraduate Medical Centre, Kent & Canterbury Hospital, Canterbury at 8.00pm. "The smashed face", speaker Mr T.J. Stoors, consultant.
Southampton Branch, Pharmaceutical Society. Visit to Fawley Power Station - details from Secretary Mr R.H. Tulk on Southampton 788011.

Tuesday, February 9

Lanarkshire Branch, Pharmaceutical Society, at the Old Mill Hotel, Motherwell, at 8.00pm "Hypnototherapy" by Mr. C.F.A. Downie, president of British Dental Association.
Leeds Branch, National Pharmaceutical Association at the Golden Lion Hotel, Briggate, Leeds at 8.00pm. Sixty first annual meeting.

Wednesday, February 10

Edinburgh Branch, Pharmaceutical Society at Police Headquarters, Fettes Avenue, Edinburgh at 7.30pm. Seminar on security, drugs and matters of mutual interest to pharmacists and the police.

Thursday, February 11

Wirral Branch, Pharmaceutical Society, at Clatterbridge Postgraduate Centre, at 8.00pm. Joint meeting with Wirral dentists.

Glasgow Branch, Pharmaceutical Society, in the Walton Suite, Southern General Hospital, Glasgow at 7.30pm for 8.00. The Todd Lecture "Endangered habitats: what do we do?" Dr P.G. Waterman, reader in the pharmacy department, University of Strathclyde.

Manchester Branch, National Pharmaceutical Association, in The Red Rose Suite, Lancashire County Cricket Club, Old Trafford, Manchester at 7.30pm "Professional liability - do you realise the facts". Speaker Mr Gordon Appelbe of the Pharmaceutical Society. Buffet.

Friday, February 12

Society of Cosmetic Scientists. Annual dinner dance, London Hilton Hotel, Park Lane, London W1. For details phone 0582 26661.

Advance information

Conference on "Rheumatoid arthritis". February 22-23 at the Regent Crest Hotel, Carburton Street, London W1. Cost (inc lunch and cocktail party) £375 + VAT. Programme and details from Penny Robinson, IBC Technical Services Ltd, Bath House, 56 Holborn Viaduct, London EC1A 2EX (tel: 01-236 4080).
Institute of Purchasing and Supply. One day conference - "Pharmaceutical and cosmetic industries, the buyers role in 1988" on March 3 at the Portman Hotel, London W1. Cost (inc lunch) is £130 + VAT (£150 + VAT for non members). Applications by February 22. Details from Marie Forsyth, IPS, Easton House, Easton on the Hill, Stamford, Lincs PE9 3NZ (tel: 0780 56777).

Pharmaceutical Group, Royal Society of Health. Annual meeting on March 17 at the Royal Society of Medicine, Wimpole Street, London. Information from RSH on 01-630 0121 or from E.J. Mallinson (secretary), Malden, 8 North Dean Park Avenue, Bothwell, Glasgow G71 8HH (tel: 0698 852973).

British Association of Pharmaceutical Physicians. Symposium on "Thalidomide - the aftermath" on March 15 at the Kensington Hilton, London W11. Details from Mrs J. Wase-Bailey, BrAPP Secretariat, 1 Wimpole Street, London W1 (tel: 01-491 8610).

RPA conference

The Rural Pharmacists Association will be holding its annual conference at the Queen's Hotel, Cheltenham, on March 20.

PSGB vice president Marion Rawlings and Professor Marsland of Brunel University will address the morning session. The afternoon will be taken up with reports on RDC decisions.

Single reservations to include Saturday night are £75 (£65

double room); Sunday only (including lunch) costs £12.50. Those wishing to stay from Friday night may do so for an extra £44 per head. Details/reservations (cheques payable to the RPA) to John Davies, The Pharmacy, The Square, Wiveliscombe, Somerset TA4 2JT.

AIDS workshop

The UK Clinical Pharmacy Association is running an AIDS workshop for community pharmacists at the Pharmaceutical Society on Sunday, March 13.

Entitled "Coming to terms with AIDS", the workshop is designed to update pharmacists on the diagnosis and management of HIV infections. Registration fee: £20 (£35 for non UKCPA members). Details from Dr David Anderson, DPhO, St Mary's Hospital, Praed Street, London W2 1NY (tel: 01-262 3456).

O₂ seminar

Medigas are organising a seminar for pharmacists entitled "Oxygen and nebulization therapy". It is to be held on February 23 at the Rutland Hotel, 452 Glossop Road, Sheffield commencing at 7pm.

Subjects covered will include oxygen and nebulization equipment; drugs for nebulization; treatment of patient and patient reaction; and a demonstration of oxygen equipment. Details from John Keith, managing director, Medigas Ltd, 71 South Road, Sparkbrook, Birmingham B11 1EX (Tel: 021 771 0113).

Bellissima

The Italian Trade Centre is hosting a beauty trade fair on March 3-5 at 46 Piccadilly, London W1, for Italian companies new to the UK market.

The exhibition - Bellissima - will be of interest to buyers, distributors and packaging manufacturers from the toiletries, perfumery, cosmetics, and haircare industries who wish to see Italian companies hoping to enter the UK market. Invitations and information from Giselle Dye, Caroline Neville Associates, 37 Greenwich Market, London SE10 9HZ (tel: 01-858 9718).

EEC pharmacy convention

"The Future of Pharmaceutical Dispensaries" is the title of a convention to be held in Nice, France on March 11-14. It will compare the pharmacy practice in six EEC States.

The Conference is organised by the CGA and sponsored by the EEC Commission, the French Ministry of Commerce and the Federation of French Pharmaceutical Unions.

CGA has arranged an inclusive package covering return flight to Nice, and three nights at the Park Hotel (breakfast only), for FFR 3,835 single and FFR 3,535 double. Details from Marianne Abela, CGA 06,22 Avenue Georges-Clemenceau, 06400 Nice, France (tel: 01 033 93161972).

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APPOINTMENTS

PETERBOROUGH HEALTH AUTHORITY THE EDITH CAVELL HOSPITAL

The Edith Cavell Hospital is a mainly acute unit with 270 beds in Phase I and is due to open in April 1988. The following staff will be required for key posts in the Pharmacy.

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(Salary scale £11,424-£14,808 including emergency duty payment)

This post offers an interesting and exciting challenge to a clinically orientated pharmacist with good communication skills.

The post holder will be expected to manage ward pharmacy services and develop clinical activity at this new hospital. He/she will also continue the development of a district drug information service and be actively involved in the promotion of cost effective drug use across the district.

PHARMACY TECHNICIANS

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Applications are invited from certified pharmacy technicians with either B.Tec, City and Guilds or Apothecaries Hall certificates to join our patient services team at this new hospital.

Duties will initially include in and out-patient dispensing, ward top-up services and involvement in the computerised stock distribution/control systems

Further information from Mr R. Smith, District Pharmaceutical Officer, Tel: Peterborough 67451, ext 4022. Application forms and job descriptions (returnable by 13 February 1988) from the Appointments Office, Edith Cavell Hospital, Bretton Gate, Peterborough, PE3 6QR. Tel: (0733) 330777.

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To find out more about this district and the above posts, and/or receive our information package on the district pharmacy service, please contact Dr Chris Clarke (DPhO) on Shoreham-by-Sea. Telephone (0273) 455622, ext 416, or David Tutcher (Principal Pharmacist, Patient Services). Telephone Worthing (0903) 205111, ext 696.

An informal visit to view our facilities and meet our staff can readily be arranged.

Job description and application forms are available from the Unit Personnel Officer, Worthing Hospital, Park Avenue, Worthing, West Sussex BN11 2DH. Telephone (0903) 205111, ext 607.

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ABOUT PEOPLE

Pole in poll position

Pharmacist Chris Pole, marketing director of Wrexham based L. Rowland & Co, recently fought off other businessmen by claiming an award for a senior management intensive course.

Along with executives from companies like British Telecom, ICL and IBM he took exams for a Diploma in Marketing and was awarded the prize for best student on the senior management course. Mr Pole received a cheque and certificate in January from the Master of the Worshipful Company of Marketeers at the Stationers Hall in London.

Pharmacist on the run?

Pharmacists who want to tackle the London Marathon and the anti-smoking campaign this year might be interested in sponsorship



Remington's managing director Geoffrey Hoddinott congratulates the British father and son and mother and daughter tennis champions: Mark and Rodney Petchey and Diane and Karen Hunter. The event, in its third year of Remington sponsorship, took place in La Manga Club, South East Spain. The match was supported by the Daily Express, and covered in over 250 national and regional papers, claims the company. This year She magazine are sponsoring the mother and daughter championships.

from Leo Laboratories.

The company is offering a sponsorship package to all pharmacists. It will involve a donation to ASH — Action on Smoking and Health, a donation to the charity of the pharmacist's choice, and a running kit. The closing date for registration is February 29. Further information from Helen Wright, Leo Laboratories Ltd, Longwick Road, Princes Risborough, Bucks.

Enterprise competition

The 1988 Academic Enterprise Competition is being run by the British Technology Group to encourage liaison between academia and industry.

With total prize money of

£130,000 the competition seeks to encourage academic researchers to consider setting up a new company; and to encourage the transfer of technology from UK academic institutions to industry.

The competition is open to any member of staff at an institute of higher education and to postgraduate students.

The closing date is August 12 and entry forms are available from the British Technology Group, 101 Newington Causeway, London SE1 6BU.

Watch the birdie!

Pigeon fanciers in search of Colomovac vaccine need look no further than Vetchem.

This message was spread among bird lovers by Vetchem members Andrew Cairns, Douglas Davidson and Brian Spencer when they dropped in at Salisbury Laboratories' stand at the National Pigeon Show in Blackpool recently, with the idea of promoting pharmacy.

APPOINTMENTS



MGB appoint Chemex man

Maurice Hoare has been appointed the exhibition manager for Chemex, Norchem and Scotchex by MGB Exhibitions.

Mr Hoare will be responsible

for selling space at the exhibitions and general co-ordination. "This year's Chemex is going very well — it should be the best yet. We have 132 firm bookings with more coming in every day. We're about 70 per cent full so far," he said this week.

Companies wanting information can contact Mr Hoare on 01-855 7777 ext 5980.

Ernest Jackson & Co Ltd: Nick Mitchell has been appointed national sales manager. He previously held sales management positions within the Allied Lyons Group.

Parfums Givenchy: Robert Anderson has been appointed area manager for the company's new territory of all London postal districts.

Underwoods: Alan Gaynor has been appointed a director.

Vestric Ltd: David Watkinson is appointed retail development manager, responsible for developing Vantage and Beauty Shapers.

Beekay Ltd: Andy Lucas joins as marketing director. He has been involved in the wholesale distribution of electrical domestic appliances since 1963.

Unicliffe: Terry Sylvester has been promoted to director of operations. He has been with the company for over 20 years and will be responsible for the continuing distributorship agreement with Food Brokers Ltd, covering the chemist trade.

CANTAB: Dr David Frape has been appointed research director and joins the board. He joined the company in 1984 as senior food and nutrition expert at their Huntingdon research centre.

SK&F reorganisation

In a move to concentrate worldwide operations in the UK Smith Kline & French have made three new appointments. Stewart Siddall, previously vice-president and general manager for the UK moves to the new position of vice-president UK Group and will be now responsible for operations in the Middle East, Africa, Eastern

Europe, Greece and Pakistan. Dr Robert White, previously production director, is named vice-president, operations, a position which will cover quality assurance, and business analysis. And Philip House, previously director, finance and administration, is appointed vice-president, finance and planning.

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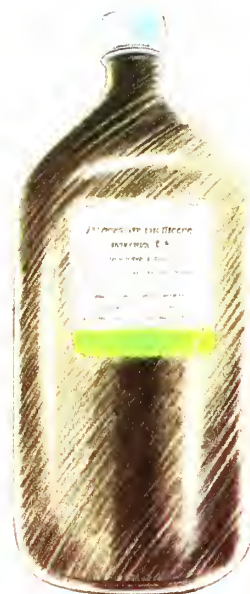


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Rademaker M, Munro D. Mims Magazine
1 May 1986: 30-32.

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Cream and Ointment containing hydrocortisone BP 1%

Product information

Presentation

Efcortelan P Cream and Ointment contain 1.0% Hydrocortisone BP

Indications

For the treatment of irritant dermatitis, contact allergic dermatitis and insect bite reactions.

Dosage and administration

Use sparingly over a small area once or twice-a-day for a maximum period of 1 week.

Contra-indications

Do not use on the eyes or face, ano-genital region, or broken or infected skin. Do not use in pregnancy without medical advice.

Not recommended for use in children under 10 years of age without medical advice.

Product Licence numbers

Efcortelan P Cream 0004/0327

Efcortelan P Ointment 0004/0326

Product Licence holder

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Further information on Efcortelan P (trade mark) is available on request from Glaxo Laboratories Limited
Greenford, Middlesex UB6 0HE